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The American Perfumer

AND ESSENTIAL OIL REVIEW

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PUBLISHING CO.
NEW YORK

JULY
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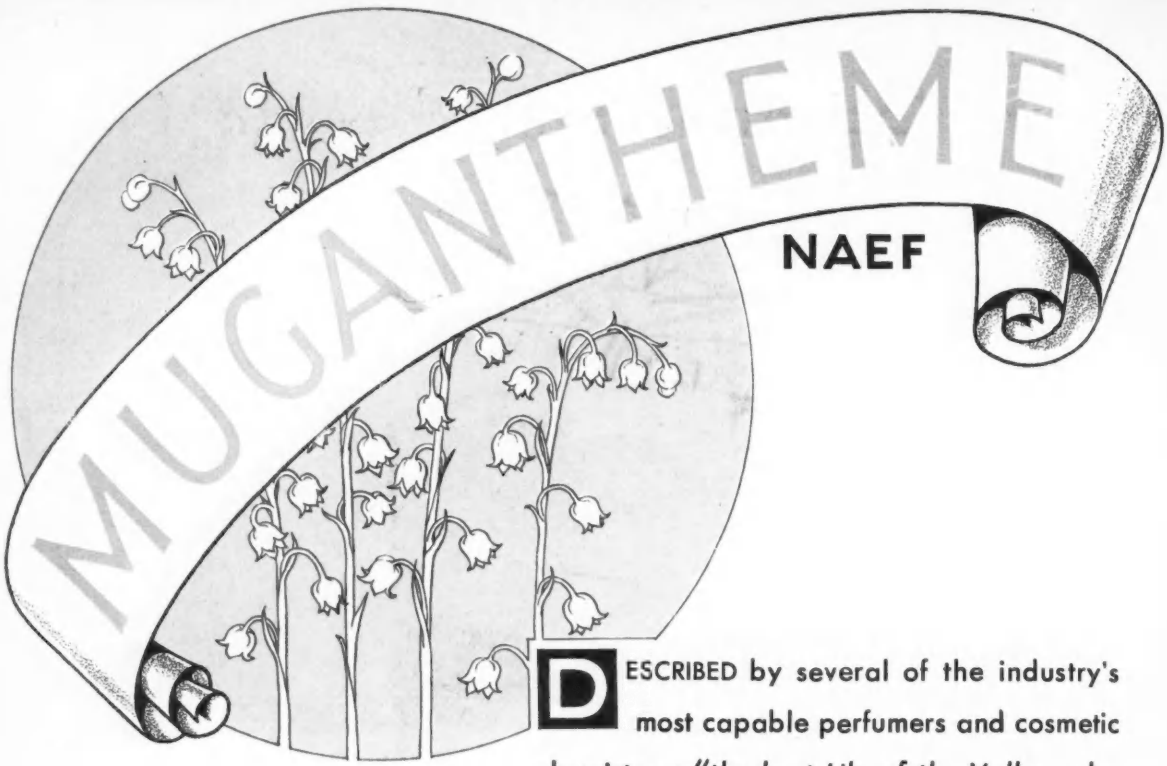
See also page 9

AMERICAN CAN COMPANY



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EDITOR
S. L. MAYHAM

Contributing Editors

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. HARVEY A. SEIL
New York
SYNTHETICS

MAISON G. DE NAVARRE
Detroit
TOILET PREPARATIONS

DR. EDGAR G. THOMSSEN
Winona, Minn.
SOAPS

BERNARD H. SMITH
Brooklyn, N. Y.
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
PATENTS, TRADEMARKS
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DANIEL B. HASSINGER
New York
PACKAGING

C. W. B. HURD
715 Albee Building
WASHINGTON BUREAU

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M. C. ROBBINS, President
J. H. MOORE, Vice-President and General Manager
L. S. LEVY, Vice-President
F. C. KENDALL, Secretary
WILLIAM LAMBERT, Adv. Mgr.
D. M. SMITH, Representative
FRED R. JONES, Chicago Rep.

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The American Perfumer
AND ESSENTIAL OIL REVIEW
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VOL. XXX No. 5

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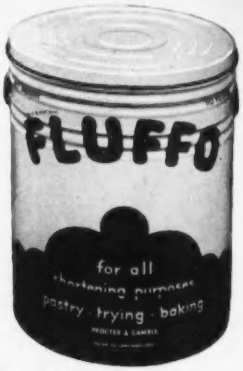
THIS NEW UPRIGHT JOHNSON & JOHNSON CONTAINER, repackaged by Continental, takes less shelf space and fits comfortably in any home cabinet. Standing erect, it has far superior display value. An easy slide lid has replaced the hinge.

THIS BEAUTIFULLY LITHOGRAPHED DRUM conveys an impression of the quality that does justice to the fine Procter & Gamble shortening which it contains. It is indicative of the wide scope of Continental's ability to supply tin containers of all sizes and shapes.



Below: SIMPLICITY AND HIGH VISIBILITY mark the new design. The brand name is now given proper emphasis and the new can has a broader display surface. The lock-top has the improved rolled edge—more consumer convenience.

First Aid . . .

TO AILING CONTAINERS

For thirty years Continental's development department has enjoyed singular success in modernizing containers, giving them sales appeal, and suiting them to the product, its use and distribution. An analysis of your present package—suggestions for its improvement in design and character—will gladly be made. Simply write, wire or phone the nearest Continental sales office.

THE ORIGINAL DEVOE CONTAINERS were ill-mated and lacking in sales appeal. Now the bottle has been replaced by an attractively lithographed tin container with broad display surface. The new Clean-All package has been given greater consumer convenience, and the added protection of Continental's Tripletite feature. Sales of Clean-All jumped 800%. Renulac did even better.

"IT'S BETTER PACKED IN TIN"

CONTINENTAL CAN COMPANY

NEW YORK CHICAGO SAN FRANCISCO

The American Perfumer
AND ESSENTIAL OIL REVIEW

JULY, 1935

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Vol. XXX, No. 5

Reciprocal Tariff Agreement with France Not Imminent

by C. W. B. HURD

WASHINGTON, July 10.—Preliminary work on the eighteenth proposed reciprocal trade treaty was concluded recently with three days of open hearings on the treaty with France. Oddly enough, the great bulk of testimony given at the hearings on the proposed treaty with France was given by textile manufacturers, and these preponderently were spokesmen for the lace group.

How long it will be before the French treaty is promulgated is only a matter of guesswork, but *in no event will it take final shape for many months; delay may run into years* if there does not develop a greater stability in the general international situation. No trade treaty, obviously, could be entered into with a foreign country without stability of currency, and France's gold standard is at present under such a strong attack that many experts look for devaluation of the franc, an action that would turn topsy-turvy any arrangement made at this time.

It is understood in informed circles that the French government will "insist" upon concessions on French wines and *perfumes*. This, in turn has raised the question of compensatory reductions on raw materials, bottles, closures, boxes, labels and many other items with the result that great opposition has been aroused. The raw material situation is complicated by the fact that many foreign raw material houses have branches for semi-manufacturing operations here and also by the opposition of powerful and influential chemical interests, many of whose products are vitally necessary in war. Bottles and other packaging interests are also greatly concerned because important parts of their operations, hand made bottles for example, depend so greatly upon proper tariff protection.—EDITOR.

Four Treaties in Effect

With the conclusion of hearings on the proposed

(*Continued on Page* 232)

GREEK PYXIS IN SILVER

Photographs Courtesy of Metropolitan Museum of Art

How Modern is "Art Moderne"

by RUTH HOOPER LARISSON

ON a hot summer day the Metropolitan Museum of Art (Fifth Avenue at 82nd Street) is a cool place to wander through . . . more than that, it is an inspiring place, and conducive to very successful results if you happen to be packaging minded. You need not confine yourself to any one period, country, or civilization. You may see an early Greek Pyxis (toilet box to the uninitiated) like the one illustrated this month. (1) which is an ideal shape for the manicure box you are visioning for the Christmas trade.

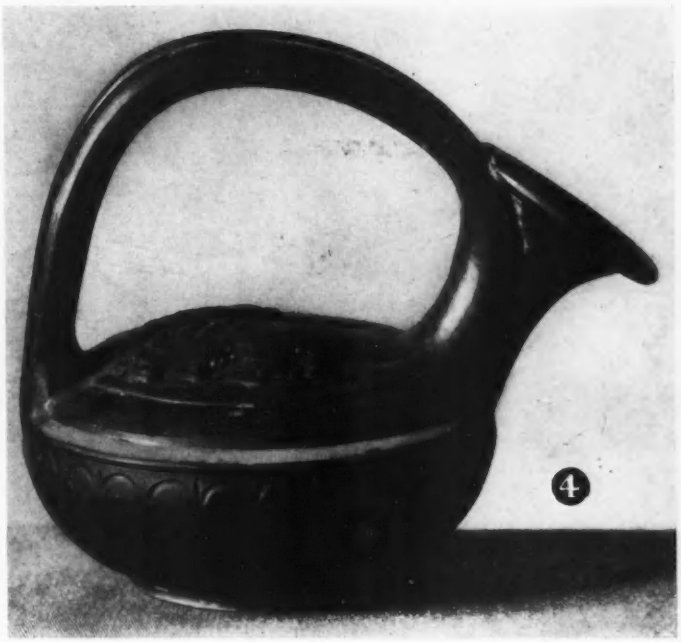
This Pyxis is of silver, I'll admit, and needless to add, all hand made. You can't copy it in silver I know. You don't think you can even afford to copy it in metal. Machine duplication might negate much of the charm and quality of the design, perhaps, unless the retail price could be sufficient to allow for many little hand-finishing touches. The design on the cover would be perfect in metal of course. It could be reproduced from a die and turned out beautifully. Keep that in mind while you consider the proportions and design on the side. The engraved border, so beautifully balanced,

GREEK OINOCHOË

CORTHIAN OINOCHOË

could be adapted for your manicure box and could even be of a different metal. Below it is the hammered design which might be hard to follow without losing the tempo of the original. Then, below that is the engraved foot. You are thinking it over and you scratch your head . . . and think some more . . . how about plastic you say to yourself. Swell! Only it must have some adaptations. For instance, the beautifully pointed top could finish in a metal (and don't forget that under that pointed top will be a space for such long implements in the manicure case as would protrude beyond the bottles which will stand in a circle). Inside, the plastic (or metal) can be laid out in compartments and a hinge or merely a slip fit cap used for the top closing. Again, in plastic you can use a strip of metal for the engraved border. Glass, if handled well from a design-of-mould point of view could be used to advantage. Or, here's another way of handling it. . . . let the base be of heavy paper with a metal bottom and ring at the top and the cover either plastic or metal. Then the side decoration will be worked out in rich harmonious colors, lithographed on the paper wrap.

But if you aren't looking for a manicure box inspiration, think of this in terms of a powder box, either bath or face, or a make-up box, with an inner tray that lifts out easily so that two layers of products can be packed in orderly array. And still we haven't exhausted the possibilities of this single piece! However, I shan't go into such details in regard to the other containers I am illustrating this month; but will leave it up to the imagination of the reader to make his own excursions into the realm of design suited to his own needs. Frequently you can borrow a shape from one period, a design motif from another and a color harmony from still a third. If they are adapted and used with intelligent understanding of art they will turn out to be a unit of beauty and harmony. Many periods, and civilizations show close relationship in their art expression, and familiarity with them soon trains the mind to recognize the ingenious ways by which they can be adapted to the needs of modern industrial art. With suntan oils and preventives making history—big history—this year, many more manufacturers are going to want to add these products to their lines for next season. Some of the companies who "tried them out" this year in mediocre packages and found them fairly successful will be willing to give the little packages a lift for next season, having learned they are "box office". And so here are some inspirations for those of you who are willing to take suntan oils and oil preventives more seriously. The pitcher type of container can be beautifully adapted for this purpose. It says oils in a subtle way and has been used for oils probably as long as man has applied them to his daily life. Here's a Fifth Century BC



Greek Askos

pitcher (No. 2) also from classic Greece, with a pinched-in lip and very decorative handle. Notice the way the handle rests on the upper neck of the pitcher without seeming to merge into it. The side decoration of an Amazon (lady warrior!) with a wicker shield pursueing her prey might not appeal to you as suitable for attracting the attention of the "feminine clinging vine" but for the athletic girl it has considerable to say, even though it may leave the gentlemen in question a bit nervous lest she, too, pick up a spear and wicker shield and start forth on conquests! But to get down to business; the decorative motif which you see to the left of the Amazon's figure and which you will see often and again throughout Greek antiquity, is a regal design for use in connection with toilet goods packaging. All the details of this pitcher can be adapted with brilliant success in modern packaging.

The next pitcher is one of those delightfully satis-

Athenian Cup

GLAZED POTTERY CUP

fying affairs with considerable swank. Of course the former one is more impersonal and classic while with this one you feel you are on very comradely terms. (No. 3). It is Corinthian of the Seventh Century B.C. In shape, tempo, design, it is all that the modern consumer would ask for in the way of an oil container. Please study it carefully for its possibilities should not be underestimated.

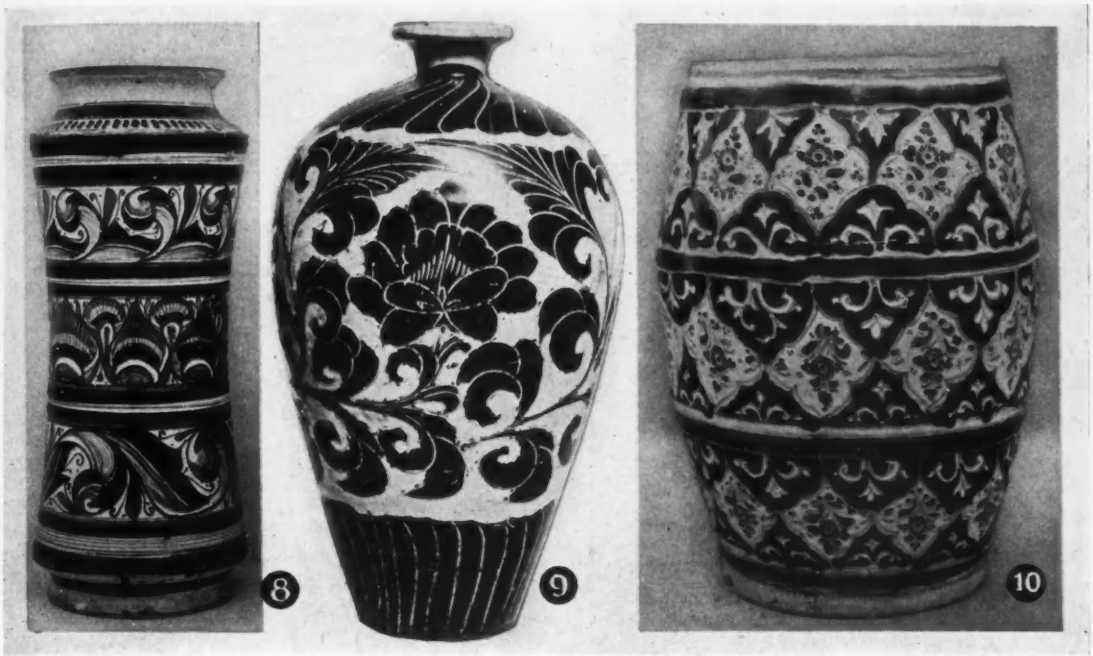
Now comes one which, had I searched for ten weeks—and finally found—would have proved the time well spent! (No. 4). It is from the Third to the First Century B.C. Made of pottery and glazed black with the head of Arethusa in relief. It should be copied with the greatest of care for every detail in shape, mass, line, proportion, is essential. Pottery, particularly with matte glazes, is in harmony with bath oils and it is time now to introduce it . . . or use black glass for this oil pitcher and don't forget how perfectly the handle will serve for carrying it around on the beach.

Here is an interesting piece (No. 5) which, to my knowledge, hasn't been followed in modern times. It is a Kotyle shape cup of about 480 B.C. Athenian. I can hear somebody whispering that it's a dead ringer for a shaving mug! The unusual feature about it doesn't show up to entire advantage in this photograph, but is the difference in the two handles. The one on the left is like a cup handle but the one on the right is practically the same handle attached horizontally so that the opening in the handle instead of being vertical is horizontal. Pick it up by the right handle and drink from it holding the left handle! If you use it for a shaving soap dish (another product gaining in popularity) make it of substantial not-easily-broken opal, black or colored glass, or plastic or better still pottery. I'm rooting hard for pottery this month because I think we need it in toilet goods packaging.

(No. 6) Another two handle cup but the handles match in this case. This lovely bit is in greenish glazed pottery from the First Century B.C. to First Century A.D. (A.D. always sounds very modern to me). Shaving bowls again can find their inspiration in this or it could be a cream jar. If you want to give individuality to a package, this one will stand out from a line of other containers, or it could be launched as a single product without brothers and sisters. The cap should not protrude above the jar lest it spoil the symetry of the shape. But it is not particularly difficult to get around this if you have it made of some of the materials which lend themself easily to the type of closure which is indicated in my description.

(No. 7) Here's a page from an old Arabian MSS dated 1222 of a doctor (In those days when doctors were the toilet goods manufacturers as well) and this particular one is shown preparing a medicine. I could

ANCIENT ARABIC MANUSCRIPT



ITALIAN, CHINESE AND MEXICAN VASES

easily believe it was a "powerful beauty lotion" for some illustrious queen! The design of the trees, equipment he uses and the dear old doctor himself, could be nicely fitted into a sophisticated packaging program as a decorative motif, trademark or design.

(Nos. 8, 9, 10) These three vases I would like you to consider as a group. They were selected to stimulate manufacturers in thinking in terms of design and all-over design, for labels, paper boxes, cartons, etc., I wish I might show them in color but if you are sufficiently interested trot up to the Museum and have a look for yourself (you can't help but see a lot of other things as well which will more than repay you for the jaunt).

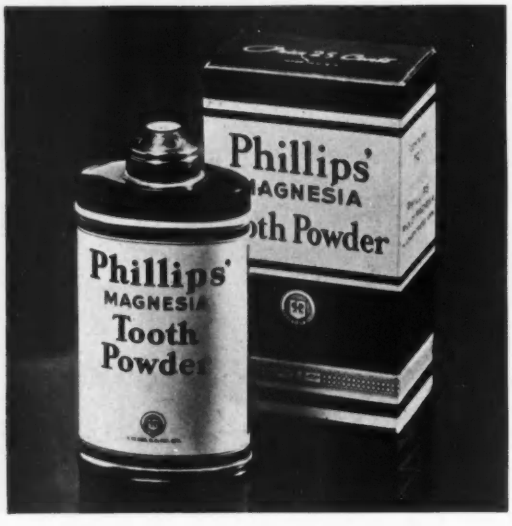
No. 8 is Fifteenth Century, Italian; and if you had seen this design for the first time on a powder box you would probably have called it "modern" or contemporary. The proportions of the three borders and the distribution of dark and light color values is inspiring. Any one of the three designs could be used alone but if you care to copy this as is, please have it done accurately or it can easily be spoiled. The next is Sung Dynasty (about 1108 A.D.) from China. Again we can feel the tempo and rhythm so closely related to beautification. Toilet preparation packages would feel at home with this motif for decoration.

The third vase (No. 10) dates from 1660 to 1680 and is Mexican. Not nearly so fine as the first two but worthy of adoption for industrial art in toilet goods packaging. There is a curious undefined but noticeable similarity about these three when you consider that they reach in point of time from the Twelfth Century A.D. in China, through the Fifteenth Century in Italy and into the Seventeenth Century here on our own continent in Mexico! The wheel of art turns constantly and each generation gives it only those changes which express their own temporary reaction to their own times and conditions.

Perfume Materials from the Soil

During the past twelve months, attention has been devoted at the Rothamsted Experimental Station, Harpenden, England, to the production of aromatic materials of possible use in perfumery by means of micro-organisms. "A number of micro-organisms have been found to emit pleasant odors, and the property of producing such odors does not seem to be uncommon," writes Dr. Hugh Nicol, Assistant Bacteriologist to the Station, in the June number of *The Perfumery and Essential Oil Record*. In addition to soil micro-organisms responsible for the production of woody, autumnal odors, another source of perfume raw materials was found to be presented by the decomposition products of the effluent from milk factories. For some time, work has been undertaken at Rothamsted with a view to utilizing soil micro-organisms in rendering this effluent harmless, before it is discharged into streams; and, at a stage reached while decomposition of the milk waste was still incomplete, a remarkably sweet odor has been noticed. Collaboration has been sought with a well-known firm of perfumers to exploit the soil micro-organisms which have been found to possess marked odors; and the establishment of a commercial undertaking for the production of perfume materials by this new method seems to be quite possible in the near future.

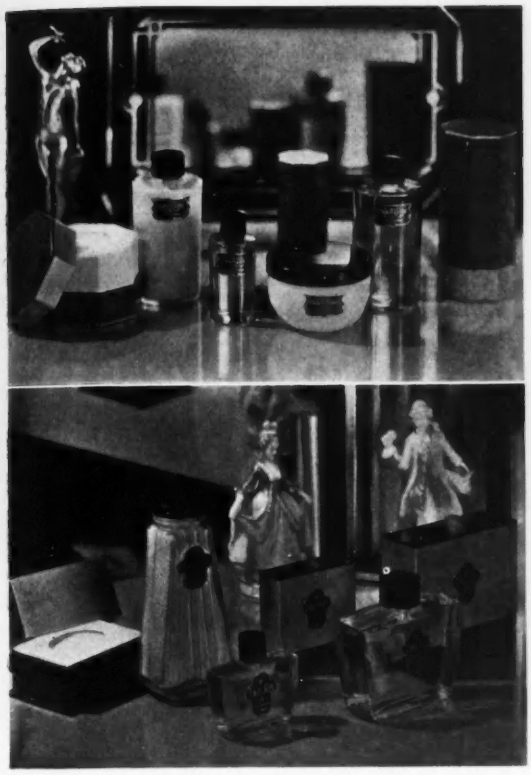
New Products and Packages



Charles H. Phillips Chemical Co. is now offering a dental powder to accompany its "Milk of Magnesia" tooth paste. Color scheme is blue and silver.

Above are several new items by Kathleen Mary Quinlan. They include a new paper powder box; "Mist of Dawn" dusting powder in a new box with sprinkler top; a sunburn cream and a new liquid finishing cream.

Below is Lentheric's latest outing package for picnic, week-end or beach.



Above are the "Nobilitee" and "Tre-Lis" lines of the Milson company, repackaged, the former in gold and dark green and the latter gold and black.

A new syndicate store package is that of "Lady Ethel" wave set by Pennex Products Co. It is a large size package with label in black and orange.

Packages of Tourneur beauty products have been redesigned. The color scheme is peach and icy green with silver lines. The powder box has a new double closure feature to prevent spillage in travelling. The toning lotion is in three strengths and the cream in three sizes.

Houbigant has devised a "Dull Finish" ensemble consisting of complete make-up equipment in attractive box for travelling. Skin lotion, rouge, lipstick and powder are included in the ensemble which comes in three shade combinations.

Realistic Permanent Wave Co.'s new packages for "Redylotion" and "Redypads" including proper capacity bottle and deep double shell cap are from stock items by Hazel-Atlas Glass Co.

The Pompeian line which was recently entirely redesigned is finished in Pompeian red, black and gold on ivory paper. It follows the original thought of the Pompeian line but the lettering, columns and color scheme have been specially devised for the new packages. The same design is carried out on all of the items.

Gibson Howell's "Nona Roy" line has been redesigned in green and white with gold cellulose wrapping.

At the upper right is the new line of Screen Lure Products put out by Marshall Field & Co., Chicago. They are in unusually large size packages, cream and lotions being 16 ounce sizes. The packaging is unusual with a movie "montage" wrapper in two colors.

The Glessner Company has a new cream sold under the name "Sofskin." The jars are black with applied color, and jars, closures and labels were designed by Owens-Illinois Glass Co., and Closure Service Co., of Toledo. They are shown at the right.

Pinaud is introducing a new after bath combination for the summer. It consists of a box of "Lilac of France" dusting powder and a bottle of "Lilac of France" skin perfume, to be sold as a single unit. The box cover and the label are reproductions of the Pierre Brissaud painting "Lilac Time."

Reciprocal Tariff Agreement

(*Continued from Page* 223)

French pact, however, the State Department and the United States Tariff Commission could list four reciprocal trade treaties as already in effect and the "spade work" as completed on fourteen others.

No great tangible results have yet been shown, and this has been the basis for much criticism of the Administration in view of the fact that reciprocal trade efforts were started more than a year and one-half ago, but officials hold that the greatest value of the work thus far accomplished lies in the demonstration that it is possible to work out trade agreements on the basis of mutual concessions between nations.

Neither are these treaties purely selfish pacts between individual countries, for the law authorizing their development provides that whatever concessions are given to one country by the United States under a treaty must likewise be extended to other signatories of reciprocal trade pacts. Thus in effect the procedure is bringing about in a limited manner the still further extension of the most-favored-nation treaty practices.

The reciprocal trade pacts already in effect are those with Cuba, which gains special concessions and give the United States special concessions under the terms of an agreement made soon after the formation of the Cuban Republic; with Sweden, Belgium and Haiti. A fifth treaty awaits only ratification by Brazil to become effective.

Other treaties now pending, on which data have been submitted and hearings concluded would lower the trade barriers to a limited extent with France, Italy, Canada, Spain, The Netherlands, Switzerland, Finland, Colombia, Costa Rica, Guatemala, Honduras, Nicaragua, and Salvador.

The toiletries industry gained considerable potential benefit in its export trade by means of some of these treaties. Sweden, for example, extended to the United States a reduction of 50 per cent in the tariffs on shaving soaps and tooth powders and pastes. Brazil granted a reduction of 20 per cent in the tariff on soaps.

Cuba's concessions on toiletries were considered quite satisfactory by tariff officials, these including a minimum preference of 30 per cent on common soaps as compared with duties on imports from other countries; 40 per cent on perfumed toilet soap, 45 per cent on "fine" toilet soap; 50 per cent on perfumes, essences and toilet powder.

It is true that exports of many of these toiletries to Cuba have been quite small in past years, but it is felt here in informed quarters that the new preferential rates hold a promise of great expansion in those imports for the future. This optimism is borne out by trade statistics which, although counted in a negligible total of dollars, show growth of exports that loom high in percentages.

Statistics that have just become available make interesting comparisons between exports to Cuba in these lines from September to December, inclusive, in 1933, before the new treaty became effective, and for the same period in 1934, which followed the effective date of the Cuban reciprocal trade treaty.

Exports of lipsticks and rouges to Cuba in the four-month period for 1933 totaled only $1,927, a figure as high as any previous ones and therefore not small because of the depression. With the coming into effct of the Cuban treaty, exports of this type to Cuba rose to $7,203 for the last four months of 1934.

Considering the same two comparative periods, exports of cold creams and similar products to Cuba rose from a value of $2,696 to $4,789; powdered soap sales jumped from $1,843 to $2,817, and fine toilet soap from $3,107 to $5,244.

There are not exceptional examples; they constitute a fair sample of the showings made in statistical studies relating to Cuba that cover scores of pages, mimeographed for study by officials and business men who come to Washington but not published for distribution because of the expense that would be involved.

Unfortunately, similar comparisons are not available for other countries as yet, but these might well be watched for indications of markets heretofore considered unprofitable from a development standpoint.

The procedure followed in the formulation of treaties makes it impossible to forecast even in remote degree the terms of the highly important treaties that are yet to be written between the United States and Canada, France, Spain and the Netherlands, as well as Latin-American nations. The contents of such treaties are secret until approved by the President and sent to the Senate for ratification, where there is ample opportunity to make changes in the event of protests, the reason for this being the official belief that "trading" can better be conducted in private negotiations than on a public basis.

The procedure followed in drawing up any reciprocal trade treaty is briefly as follows:

Whenever nations have accepted the general invitation of the United States to consider the formulation of special recriprocal trade treaties, this acceptance has been acknowledged by the United States simultaneously with the issuance of a public notice that treaty studies are to be started.

In each case the State Department and the Reciprocity Committee of the Tariff Commission have set a period of at least six weeks during which interested parties might file written statements proposing specific studies, changes or conditions for each of the reciprocal trade treaties. While this action was going on here, the foreign governments concerned have followed the same procedure in their home countries.

The public hearing in each case have been the concluding operation in laying the groundwork for reciprocal trade treaties.

Next has come—or will come, in the case of the French treaty—negotiations that have lasted in some cases for many months while representatives of the governments argued, expanded and revised the treaties on the basis of suggestions and protests already received.

What will be the final value of these treaties, the origin of which is credited to Cordell Hull, Secretary of State, is unknown. Only the future holds the answer. However, they have accomplished one concrete result by offsetting the effects of the Tariff Act of 1932. which for a time threatened to precipitate a trade war that would isolate economically the United States.

Specific Fluorescence in Sunburn Prevention

by HERMAN GOODMAN, B.S., M.D.

FLUORESCENCE is a peculiar property of matter due to which radiation of one wave length is transformed into a longer or shorter wave length. It is an interesting fact although but little recognized that all substances in nature possess the feature of fluorescence. Our eyes are not attuned to grasp fluorescence of certain wave lengths, hence we are not aware of it.

The illuminated watch dial is not an example of fluorescence but of phosphorescence. The illuminated watch dial shines in the dark *after* the visible light has ceased. Fluorescence stops when the activating light stops.

It has been known that many substances used in cosmetics have the quality of fluorescence according to the nature of the chemical studied. The means of laboratory study has not always been available. Recently, I have been fortunate in possessing a new filter which permits the passage of invisible ultraviolet to about 2400 Ångstrom units, and prevents 90 percent of visible radiation from passing. Using the mercury vapor arc in quartz apparatus and this new filter we have seen much which is otherwise invisible.

We report at this time a particular study relating to the specific fluorescence of sunburning prevention cosmetics. This is a preliminary report and very incomplete but the facts elicited bear out certain theoretical studies which warrant publication at this time. Although it may be late for the manufacturers to take advantage of these facts at the moment, it gives their laboratory staffs an opportunity to prepare for next season's line.

We will for the moment revert to the physics of ultraviolet radiation and the physiology of sunburn and suntan. We must consider the sun sending down its rays as hundred broadcasting stations sending rays of every conceivable wave length. In a previous article (THE AMERICAN PERFUMER, April and May, 1935) we explained about the various wave lengths. We explained that the specific wave length for sunburn and suntan from the natural sun had to come from the radiation which we called "Vital Ultraviolet." That was ultraviolet between 3100 and 2900 Ångstrom units which produces the burning effect.

We went a little better than that and said that the radiation 2967 Å.u. was specific for sunburn. There were other sunburning rays but they did not qualify in our discussion. It should be our aim then in preventing sunburn, to keep the radiation about 2967 Å.u. from reaching the skin [of the white person, previously not sunburned, and capable of reacting to specific radiation by a sunburn and suntan] in order to prevent the sunburn and the suntan.

There are two kinds of protection which can be offered to the skin to ward off the sunburning and suntanning rays for those people who desire not to be sunburned and yet wish to be out in the sun for the other benefits it gives. The two kinds of protection may be classed as "physical parasols" and "chemical parasols." The physical parasol may be the silk shade, or an awning, or ordinary glass which stops the *vital ultraviolet* rays. The "chemical parasol" is the chemical which permits the radiation from the sun to pass, but *transforms* the sunburning specific rays into some other wave length. Fluorescing dyes and fluorescing chemicals of other types have been advanced before as "chemical parasols." Until now, as far as I know, there has been no indication for or for the need for SPECIFIC fluorescence. Any fluorescing substance has been advanced as acting to transform the sunburning

(*Continued on Page* 244)

Editorials

The Excise Tax Regulations

THE manufacturers' excise tax on toilet preparations has been re-enacted in exactly the language of the original measure passed in 1932. It is unfortunate that Congress again saw fit to designate our industry as one of those which must assume additional tax burdens. However, everyone in the industry with the exception of a few, who fell under the persuasive spell of those who would profit from a fight on the measure before Congressional committees, had foreseen this result and had in large measure discounted it.

We are to have the tax for another year at least and probably for two more years. Must we then be worried and troubled by conflicting rulings and ill advised and poorly educated collectors and inspectors for the same period?

If Washington continues to operate on the tax and its collection as it has during the last three years, the state of the industry is not likely to be improved, and its state of mind will certainly suffer.

Officials in Washington, high in the Bureau of Internal Revenue have remarked that they had no idea that the toilet goods industry was such a complicated one. If this is their feeling, it is no wonder that the regulations for collection of the cosmetic tax have been so poorly drawn and that collectors have been confused and muddled in their ideas. The fact is, however, that it would not be very difficult to draft regulations covering all the disputed points, including the private brand set-up, taxability of containers, sales company organizations and other controversial matters, which Washington considers so complicated and difficult. We venture the statement that a committee of the industry could work out regulations in a few hours which would cover all of these points clearly and adequately. They are not nearly as confusing as Washington seems to consider them.

The industry in general is more interested at the moment in clearing up the confusion and misunderstanding, which has arisen recently in connection with the tax, than it is in reducing the basis of assessment. It cannot work under a body of rulings which do not cover the intracacies of the trade and in many cases are conflicting and contradictory. Department officials in Washington and elsewhere are finding the present method just as difficult.

Inasmuch as the tax has at least a year and probably two more years to run, it would seem wise to begin a revision of the regulations immediately. Previous rulings should in many instances be erased entirely, especially where they are conflicting or virtually meaningless as many are at present. New, clear, definite and precise regulations should be drafted to replace them.

Naturally, if the Bureau attempts to do this on its own, the result is not likely to be any better than the present regulations. Here the industry should be brought into consultation. Working with a committee of and from the industry, Washington's task will not be a difficult one.

Matters to be clarified are too well known to require extended discussion. A few of them are: taxability or exemption of borderline products such as perfumed water softeners; who is the manufacturer of private brand merchandise under the several methods of handling this business; who is the manufacturer under an arrangement of subsidiary manufacturing, packaging, shipping and selling companies; and a few others.

If these points are definitely clarified under new regulations, the industry can begin to operate intelligently and with confidence under the excise tax. It can press then for such revisions and changes in law and regulations as may be necessary. Until it knows where it stands the case is almost hopeless.

Will Washington give us new regulations devised in conference with the industry itself?

Too Few Good Ones

TURNING the leaves of a number of women's periodicals we found it difficult to believe that so many bad advertisements for cosmetics were still appearing after all the discussion of this subject engendered by the code and by the censorship activities of the Proprietary Association. It seems hardly credible that the reader should have to search so carefully for an advertisement which presents its story cleanly and forcefully without misleading implications about the products advertised or destructive comments on other products of the industry. This is a bad situation. We shall treat it at greater length and perhaps more caustically later.

Synthesis of Tiemann's Irone

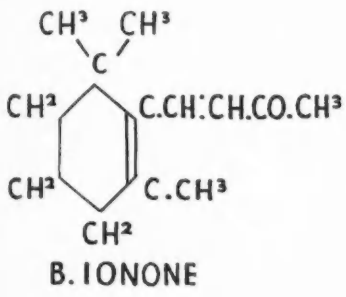
by DR. ALBERT VERLEY, Paris

IN 1893 Tiemann and Kruger succeeded in isolating the active principle from orris root, which they named irone, and the formula of which they established by the study of the degradation products.

Tiemann and Kruger were not successful in reproducing irone, but they were successful in preparing an allied substance which they called ionone and which appears in the form of two isomers, alpha and beta ionone. It is known, according to Tiemann and Kruger that the two ionones differ in the position of the double bond

Dehydrated by means of a suitable agent, sulphuric acid, phosphoric acid, oxalic acid, active silica, etc. this tertiary alcohol loses one molecule of water in forming a cycle and supplies the hydrochloro irone, from which it is sufficient to eliminate HCl by the conventional methods (potash, soda, sodamine, tertiary amine, etc.) to obtain irone (*See structural formulas below*)

(*Article Continued on Next Page*)



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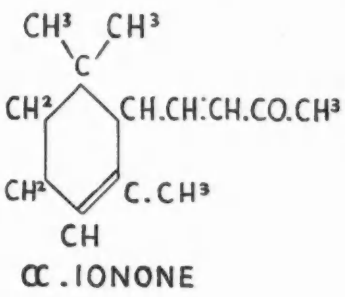

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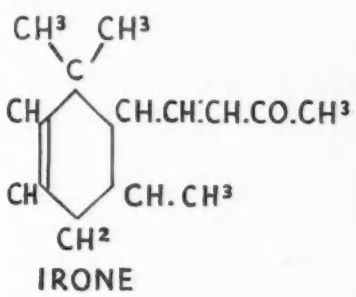
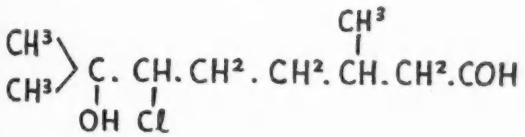


IRONE

Numberless investigators have attempted during the last forty years to discover the synthesis of irone. In 1908 Merling and Welde announced that they had succeeded in reproducing it, but I confess that I found it impossible to follow the numerous stages represented by reactions of an extremely complicated nature and which, by reason of poor yields, would have demanded enormous quantities of raw materials to produce insignificant quantities of the final product.

I have succeeded in effecting the industrial preparation of Tiemann's irone by the following procedure:

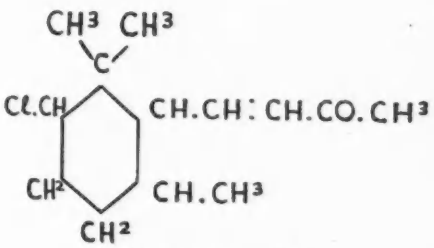
When hypochlorous acid is fixed upon the double bond of rhodinal, isomer of citronellal, hydroxy-chlororhodinal is produced, the structural formula of which is:



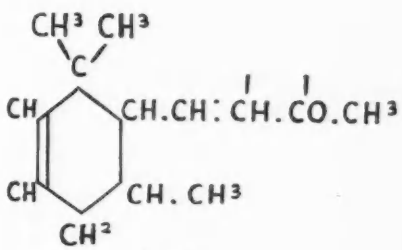
This aldehyde is susceptible of condensation with the different substances which in general act on aldehydes. Such are, for example, the ketones, the aldehydes, malonic acid and its derivatives, etc. In particular, in the presence of acetone and of an alkaline agent, the hydroxy-chlororhodinal condenses and gives:

dimethylhydroxychloro undecenone

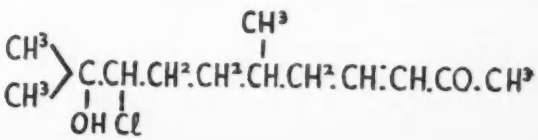
(*See bottom of Column* 2)



HYDROCHLORO IRONE



IRONE



The rhodinal which serves as base for the preparation of irone is obtained by the method which I have published in the *Bulletin of the Chemical Society* (*Bull.* 1928—page 845) and which consists in dehydrating the hydroxycitronellal, with the aid of infusorial earth which breaks it up into water and rhodinal. The rhodinal is dissolved in ether and treated with a molecule of hydrochlorous acid in aqueous solution. The operation is conducted by stirring at a very low temperature to avoid the formation of pulegol by isomerizing rhodinal. The yellow color of the hypochlorous acid quickly disappears and a colorless solution of hydroxy-chloro rhodinal is obtained which, separated from the ether and dissolved in three times its volume of acetone, is enriched with a solution of sodium ethylate.

The condensation takes place rapidly and is complete when the odor of the lily of the valley, which the hydroxy-chloro rhodinal possesses disappears. The mass is washed in water in order to eliminate the acetone and the alkaline agent, and there is obtained

dimethyl hydroxy chloro undecenone

which cannot be purified by distillation in vacuo because it decomposes under these conditions.

This ketone is then dehydrated and cycled with the aid of a solution of phosphoric acid in ether which is heated in the water-bath until the ether is eliminated.

The hydro-chloro irone which is generated is a liquid of slight odor suggesting the essence of thyme.

If this substance is treated with alcoholic potash to eliminate HCl a great deal of resin is formed as a result of the action of the potash on the ketonic function.

It is preferable to stop this latter before effecting this potash treatment. For this purpose, the hydro-chloro irone is heated in the waterbath with its weight of phenylhydrazine. The water formed is eliminated by distillation in vacuo and the crude mixture is treated with alcoholic potash. The crude product of this treatment is subjected to the action of steam to eliminate the excess of phenyl hydrazine and the impurities which accompany the hydrazone.

This latter, thus purified, is treated at boiling point with diluted sulphuric acid to release the irone by rectification. A product is obtained the boiling point of which is 140° at 12 mm, which nearly corresponds to Tiemann's irone, the boiling point of which is 144° at 16 mm—

Density 15.15—0.940

optical rotation—αD —21°

The irone obtained in this maner therefore possesses an optical rotation inverse to that of natural irone which, according to Tiemann, is:

+40°, and according to Schimmel +33°

The fact of obtaining a product of optical rotation inverse to that of citronellal is not surprising. It is in fact known that isopulegol obtained when one starts from dextro-rotary citronellal gives laevo-rotary menthol by hydrogenation. In order to obtain irone, optical rotation of which is to the right, rhodinol derived from laevo-rotary citronellal must be used, which is found in certain essences of Australian eucalyptus, and in this case an irone is obtained the optical rotation of which is the same as in natural irone.

The presentation of Tiemann's synthetic irone to the perfumery industry occurred a little over a year ago. Since then, Professor Ruzicka published a paper in which this latter contradicts the formula that Tiemann gave for irone.

We learned with surprise that the German savant to whom we owe the discovery of ionone, had made a mistake in setting up the position of the double bond in the cyclohexenic nucleus of irone and he also made a mistake in the determination of the molecular weight of this latter, since the formula given by Tiemann is C_{13} while the crude formula of irone C_{14} H_{22} O is that of methyl beta ionone.

However that may be, the ketone built up according to Tiemann's formula, according to the indications which we have just supplied, has an odor value very much greater than that of the ionones and its use in perfumery is increasing every day in spite of its high price.

Cosmetic Treatment for Blackheads

by ALFONS LY

BLACKHEADS, those tiny particles that clog the sebaceous glands of the human skin, occur principally on the forehead, cheeks, nose, the corners of the mouth and on the chin and occasionally on the neck, the external ear, and other parts of the human skin. Blackheads—known in medicine as *comedones*—consist of sebum combined with horny lamellae (fine, hardened scales of skin) and minute hair-down. At the outlet of the sebaceous gland, greatly enlarged by the comedon, there is usually something of a brown or black head, no more than a black speck in the case of small comedones.

Blackheads come from poor functioning of the sebaceous glands, when they have lost their capacity to excrete their contents. The excreted sebum of the skin thickens inside the sebaceous gland, finally hardening solid; the sebum excreted thereafter, forces the now solidified sebum further forward, with the result that the gland apertures become distorted and enlarged, and the excretory duct turns horny. The apertures and dents can be particularly well observed after the blackheads have been coaxed out of the skin in the form of long, yellowish-white drops, by pressure evenly applied.

For a long time there was considerable question as to the origin of blackheads. It was formerly generally held by doctors and cosmeticians that the black tip was

only the result of dirt getting into the sebaceous glands, but more precise research has led to the conclusion that the coloring is within the horn lamellae wrapped in the sebum, and that these dark horny cells could be broken down or bleached with oxydizing acids. Dirt, after all, would be removable with soap and water, but the blackheads of the comedones become all the more conspicuous, as a rule, after the alkali of the soap has been allowed to act on them for a while.

Remedies for Blackheads

From this etiology, it is possible to derive the remedies for removing blackheads. In the main, these remedies consist of materials that behave as keratolytics, that is to say, materials that dissolve or soften the horny, scaly skin, and then those that remove the sebum. Among materials acting as keratolytics, all those containing sulphur, and those containing resorcin, pyrogallic acid, and tar, whether used as salves, pastes or liquids, should be avoided as far as possible, because all of these, by their reducing action, promote the darkening of the blackheads. Sulphur preparations, often recommended for the removal of impurities of the skin, had better not be used for removing blackheads. Tar preparations likewise, such as tar soap, are contraindicated for this purpose, as the sebaceous glands often become inflamed when tar is employed.

Acetic acid takes first rank among the materials that enter into consideration for soaking and dissolving off the horny skin. It is used in paste form, or with alcoholic preparations. A paste may, for example, be made of 1 part of 6-8% dilute acetic acid, 2 parts glycerine and 3 parts kaolin or talc. This may be applied at night and kept in place with a bandage. Under the action of the acetic acid, the comedones first loosen up, and come out the morning after, when the face is washed with warm water and rubbed dry with a towel. Or a solution may be made consisting of 3 parts of an 80% concentrated acetic acid, 3 parts tincture of benzoin, 3 parts spirits of camphor, and 60 parts 70% alcohol. This is applied and left to act for a while, after which the skin is rinsed with warm water, the same as above. Pastes made of alum (potash alum), white of egg, tincture of benzoin, almond oil and distilled water are particularly adapted for use in the treatment of blackheads lodged in the nose.

Salicylic Acid Used

Salicylic acid preparations are particularly strong in their action: a solution consisting, for example, of 1 part salicylic acid, 2 parts camphor, and 100 parts 70% alcohol.

In most cases the alkali preparations will nevertheless be preferred to the acid preparations, as the alkalis also have a softening effect upon the comedones. The simplest preparation is spirits of soap (2 parts potash soap, 8 parts 50/60% alcohol, perfumed). Apply the spirits of soap to the comedones, allow it to dry a little, then take a wad of absorbent cotton and work up a thick lather. Let the lather work its way in for a while, then wash it off with warm water and rub the skin gently. It is even easier to use a face wash made of borax (2-5:100) or potash (1-3:100), glycerine (5-8:100) and dilute alcohol or distilled water (perfuming as desired). This need only be rubbed in and the skin washed a while later with warm water. Special importance is attached to ethanolamine which should be added to a weakly alkaline liquid with the consistency of glycerine, as it is an emollient with a penetrating action, characteristics that are particularly valuable for the removal of blackheads. Ethanolamine is best used in the form of water or alcohol solutions (1-3:100), with or without the addition of glycerine.

Use of Bleaches

If it is desired to make the distressing blackness of the comedon head less conspicuous, a bleaching liquid may be rubbed in twice daily, consisting of 2 parts of a hydrogen peroxide solution—100 vol. 0 = 30% by weight—made slightly acid with a few drops of acetic acid and 100 parts of 50% alcohol. Further, a lather produced with a sodium perborate soap or with a salve-like sodium peroxide soap (containing 5% peroxide) can be highly recommended. After vigorously lathering the treated portions of the skin, keep the lather on until a smarting sensation begins to be felt. Then rinse the skin thoroughly with water. Instead of these preparations, other oxygenic bleaching materials may, of course, be used.

The materials mentioned should accomplish the purpose in most cases; but it may happen that mechanical treatment of the blackheads will also be indicated. This is done by exercizing a slight pressure from all sides in the vicinity of the blackhead, either with the figures —wrapped for the purpose with a clean linen rag or handkerchief—or with the common blackhead squeezer made of nickel plated steel. Forced squeezing should absolutely be avoided as it may easily bring on inflammatory diseases of the sebaceous gland and, should germs get in from the outside, pus bags are likely to form. The squeezing of the blackheads is facilitated if at the same time one of the aforementioned ethanolamine or borax face washes is used, later washing the face with hot water, or giving it a steam bath. The steam (up to 50° C.) removes all deposits that form on the skin, by dissolving and loosening them.

Among the mechanical aids there may be mentioned sandy almond husk (common almond husk with 10% kieselguhr added), and the marble soaps (with a marble dust content up to 20%).

In general, it should be stated further that persons having a skin that is readily inclined to form blackheads should wash their faces with water as hot as they can stand. To avoid recurrence of the blackheads after the treatment, it is a good thing to use a cholesterin preparation. Cholesterin tends to prevent inflammation and brings the abnormal horn-forming process of the sebaceous gland apertures back to normal, and when the sebaceous glands excrete excessively it reinduces their normal functioning. It is best to use cholesterin in solution. A strength of 0.25 parts of cholesterin in 100 parts of 85% alcohol or 70% isopropyl alcohol should be sufficient. Generally, after the cholesterin solution has been used a short time, the horny layers are cast off and a smooth skin is the result.

Estragon and Hyssop

A Survey of Production and Characteristics

by DR. ERNEST S. GUENTHER*

OIL of estragon (tarragon), like oil of sweet basil, belongs to those oils which, though less known, are nevertheless important and give surprising results in the hands of the expert perfumer and flavor manufacturer. Oil of estragon is used widely, especially in France, in famous liqueurs, in the making of sauces and dressings, in vinegars and conserves. It is also employed in perfumes particularly of the Chypre type and has found application in some of the most famous French creations of that type.

Artemesia dracunculus L., the estragon plant, is produced in the South of France, the main producing region being in the Département Vaucluse and especially around Pegomas and Grasse in the Département Alpes-Maritimes. Of a total production of about 100,000 kilos of estragon plants in the whole of Southern France, the Pegomas-Grasse region yielded in good years about 50,000 kilos and even more; 40,000 kilos of it from Pegomas alone. The extremely fertile valley of the Siagne in which Pegomas is located produces a great variety of flowers, fruits, vegetables and herbs, such as jasmine, roses, grapes, peaches, apricots, asparagus, tomatoes, sweet basil, estragon, water fennel, etc.

In 1927, 2.5 to 3 francs per kilo were paid for estragon plants but since then the prices have fallen to 1.2 to 1.5 francs in 1934 and this steady decline so discouraged farmers that they practically discontinued their estragon plantations. As a result of this, the Pegomas region in 1934 produced a very small crop, yielding upon distillation only a few kilos of oil. Unless the farmers are paid higher prices for these plants, assuring at least a small profit, they cannot be induced to replant estragon.

In planting estragon, a cluster of roots is divided into several pieces which are planted directly into the fields in February and March. A first harvest takes place in July and a second in September. The plants are cut in one day, flowers and stalks together, and only a few centimeters are left above ground. These plants when cut in July grow again for the second harvest, i.e., September. A plantation lasts about three years and must then be replanted as described above.

Distillation of the herb material is done in the regular way in steam stills and lasts about one and one-half hours for one charge. 1000 kilos of herbs give about 3 to 3.5 kilos of oil. Care must be taken during distillation not to burn the flower material in the stills because this results in a decidedly inferior oil which lacks the delicate fine characteristics of true estragon flavor.

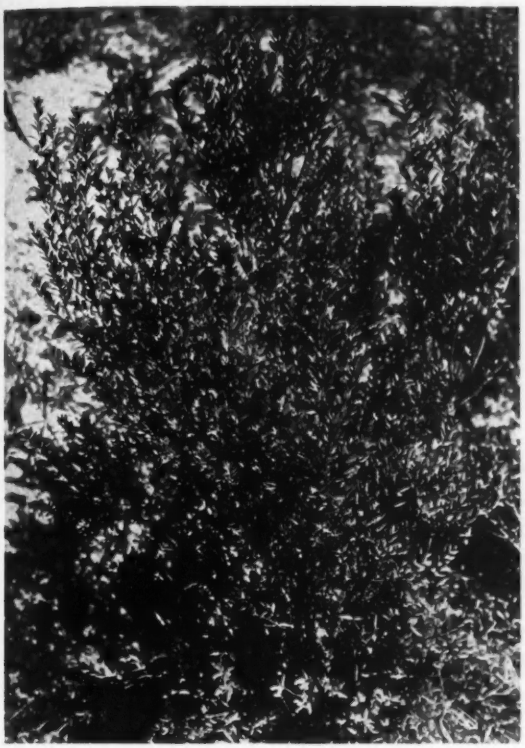
Oil prices have fallen from 1000 and 1200 francs per kilo as paid in good years to about 600 francs in 1931 and since then production of the oil has rapidly decreased. The scarcity of good oil prevailing at present is liable to force prices to rise again which might encourage farmers to set out new fields of estragon.

Oil of estragon has a peculiar, highly aromatic odor which somewhat resembles sweet basil and anise. It must be stored well protected against air because, as in the case of sweet basil, the main constituent, methylchavicol, is easily oxidized into an aldehyde with a subsequent increase of specific gravity and refractive index. Abnormal analytical figures in that respect usually indicate that the oil is several years old.

According to Gildemeister & Hoffmann, "Die Ätherischen Öle, Volume III, Third Edition, page 1000, oil of estragon has the

* Chief Research Chemist, Fritzsche Brothers, Inc.

ESTRAGON



HYSSOP

properties shown in tables in the next column.

The chemical constitution of oil of estragon has been investigated by C. Gerhardt[1], much later by the Schimmel chemists[2] and independently also by Daufresne[3]. The following constituents were found to be present:

methylchavicol (p-methoxy-allyl-phenol) which as the main constituent is present in a quantity of 65% and more;

an aliphatic hydrocarbon with three double bonds and probably identical with ocimene;

a terpene, identical probably with phellandrene.

Daufresne found in a ten-year old oil of German origin, p-methoxy-cinnamic-aldehyde. According to the Schimmel chemists[4] oil of estragon does not contain anethol.

Oil of estragon when skillfully employed gives very interesting results and serves not only to impart special notes but also to conceal other constituents so that the compound represents a more uniform and peculiar character. It deserves much more attention not only in perfumes but especially

specific gravity at 15° C:	0.900 to 0.945
optical rotation:	+2 to +9°
refractive index n_d20°:	1.504 to 1.516
acid value:	about 1
ester value:	1 to 9
ester value after acetylation:	15 to 22
solubility:	soluble in 6 to 11 volumes of 80% alcohol, sometimes with slight turbidity.

Four oils (No. 1, 2, 3 and 4) of own distillation had the following properties:

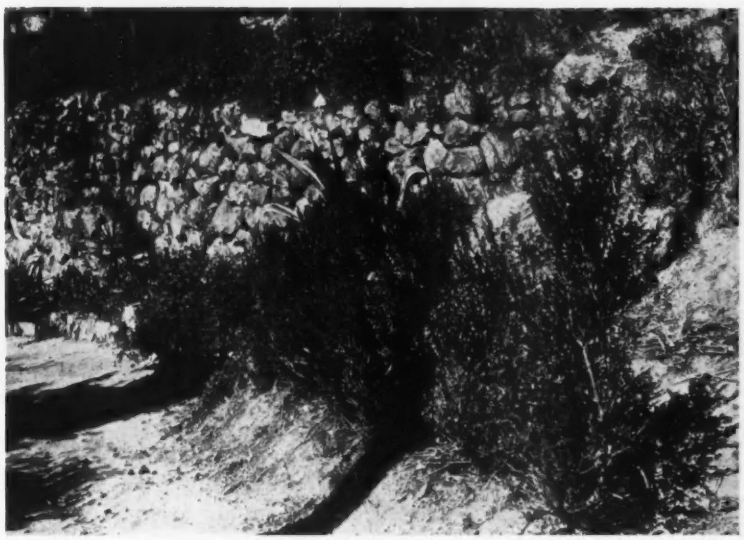
	spec. grav. at 15° C:	optical rotation	refractive index 20° C.	saponification value
No. 1	0.926	+3° 46′	1.5112	3.7
2	0.934	+4° 12′	1.5130	2.8
3	0.941	+3° 34′	1.5141	4.7
4	0.943	+3° 25′	1.5152	7.5
5	0.966	+3° 20′	1.5201	17.7

in flavors for vinegars, sauces and conserves.

The first four oils were not quite clearly soluble in 80% alcohol but all oils were soluble in 0.5 and more volumes of 90% alcohol. Oil No. 5 originated from a reliable source but was more than one year old when analyzed. The somewhat abnormal figures clearly indicate the advanced age of this oil.

Oil of Hyssop

AMONG the lesser known yet important essential oils must be classified oil of hyssop. The plant *Hyssopus officinalis* L. grows wild in the countries bordering the Mediterranean. It is also cultivated on a small scale. In Southern France and Germany the plant has long been employed in pharmaceutical preparations



HYSSOP GROWING AT ROADSIDE

especially in the form of tinctures used for internal tonic purposes. *Hyssopus officinalis* therefore, as a medicinal plant, is quite well known.

The essential oil distilled from this plant is interesting on account of its somewhat peculiar character which is full, sweet and warm reminding of lavender and of clary sage. Expert perfumers use it occasionally to impart a character not easy to detect; it tends to conceal other notes. Most important, however, is oil of hyssop in liqueurs of the herby type. Chartreuse and Benedictine seem to contain tinctures or distillates of the hyssop plant and no close imitation of the two famous liqueurs is possible without a portion of hyssop essence.

Center of Cultivation

The center of hyssop cultivation is in Southern France particularly around Malmorte, Aix-en-Provence, also around Mont Ventoux in the Drôme and in the Ardèche. Small plantations may also be found around Grasse.

The total production is hard to estimate but has certainly fallen off considerably during the last few years.

The plants grow best in calcareous soil. Slips are planted in nurseries in the fall and in spring are planted at intervals of one meter in rows one meter apart. Harvesting takes place for the first time in July, two years after the plantation has been started. Thus the propagation of hyssop is similar to that of lavender plants which hyssop resembles also in general appearance. By planting as described, 10,000 plants per hectare are obtained which yield about 3,000 kilos of plant material. A plantation lasts about six to seven years.

Oil Yield Varies

According to an interesting study carried out by the Établissements Antoine Chiris in Grasse[5] the highest yield of oil is obtained from the plants right after the flowering period. By this investigation it was also established that the constants of the oil vary only very little during the period of flowering and withering and that the oil is uniform in all parts of the plant. On account of their smaller size and greater trouble in cutting, the wild hyssop plants are harvested only if there is not sufficient cultivated plant material available.

Distillation of the plants is carried out mostly by individual farmer growers in small migratory stills connected with a small steam generator or in direct fire stills equipped with a false bottom which prevents contact of the plants in the still with the hot metal walls above the fire. Distillation of a charge of hyssop lasts much longer than distillation of lavender flowers. Yield of oil varies greatly according to plant material distilled. Its range is between 0.15 to almost 3%.

Constants of Oil

The constants of oil of hyssop according to Gildemeister & Hoffmann[6] are as follows:

specific gravity at 15° C:	0.927 to 0.969
optical rotation:	—12 to —25°
refractive index at 20° C:	1.473 to 1.486
acid value:	up to 4
ester value:	3 to 36
ester value after acetylation:	35 to 47
solubility:	Soluble in 0.5 to 8 volumes of 70% alcohol, in some cases with turbidity upon addition of more alcohol.

Genuine oils analyzed in our laboratories had the following properties:

Specific Gravity at 15° C:	0.952	0.956	0.946	0.940	0.947
Optical Rotation:	—16° 40′	—16° 18′	—16° 24′	—18° 20′	—18° 10′
Saponification Value:	11.2	12.1	6.5	4.7	12.1
Refractive Index at 20° C:	1.4811	1.4819	1.4800	1.4810	1.4829

The oils were soluble in one volume of 80% alcohol but opalescent or turbid with the addition of more alcohol. The ketone content of these oils (1-pinocamphone) was around 54%.

Chemical Constitution

The chemical constitution of oil of hyssop was investigated by Gildemeister and Kohler,[7] by Rutowski and Winogradowa[8] and by Ruzicka, Pontalti and Balas.[9] The following constituents were found to be present:

β—pinene
α—pinene camphene
1—pinocamphone (C_{10} H_{16} O)

which as the main constituent represents about one-half of the oil. Furthermore were found the alcohol 1-pinocampheole and one or several bicyclic sesquiterpenes of the cadinene type (2 to 3%), furthermore bicyclic, mostly tertiary sesquiterpene alcohols (about 2%) also of the cadinene type.

Hyssop oils have also been distilled experimentally in Calabria[10] and in Southern Russia.[11]

Adulteration of Hyssop

Adulteration of hyssop oil is quite frequent, particularly with oil of lavender, oil of spike, camphor oil fractions and other fractions resulting from the manufacture of synthetics. The genuine oil of hyssop is an oil of very peculiar perfume and flavor and renders excellent service in the compounding of fine liqueurs. It certainly merits greater application and more attention on the part of the American perfumer and especially liqueur manufacturers.

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[1] *Compt. Rend.* 19 (1844) 489.
[2] *Berichte* Schimmel & Co. April 1892, 17.
[3] *Compt. Rend.* 145 (1907), 875—*Bull. Soc. Chim.* IV 3 (1908), 330.
[4] Loc. Cit.
[5] *Les Parfums de France*, August 1929, Page 201.
[6] "Die Ätherischen Öle," III Edition, Volume III, Page 732.
[7] Wallach-Festschrift. Göttingen 1909, 414—*Berichte* von Schimmel & Co. April 1908, 119; Oktober 1909, 125.
[8] Scientific Chem. Pharm. Institute Moscow, 1924, (10), 34.
[9] *Helvet. Chim. acta* 6 (1923), 855.
[10] La Face, *Rivist. ital. delle ess. e dei prof.* 6 (1924), 111.
[11] Rutowski and Winogradowa, loc. cit.

What Good Will Means

by EDNA COLLADAY PIERCE

Photo by Norman Kennedy

THE first statement made about "good-will" in the first article of this series was "Good connections are important to a business. Not just knowing the right people, but dealing with them in the most intelligent and congenial way."

Repetition of that paragraph will call attention to the corner-stone, the key-note, the very foundation of the structure of good-will as a permanent asset of the manufacturer in his dealings with the retail outlets. Only by MUTUAL benefit can this wholly normal and natural relationship be built up and maintained.

What constitutes "intelligent and congenial" in their application to the manufacturer and the stores? On the manufacturer's part it can be summed up in one over-worked, abused, much maligned word—SERVICE. On the part of the stores, it can also be summed up in one word—CONFIDENCE. And who is going to be responsible for the creating of this intangible, very vital essential that constitutes the pulse of success?

Right back it comes to the starting point—the manufacturer, the creator of his product, his package, his sales. For only by the cultivation of those two capitalized words—SERVICE and CONFIDENCE—can he hope to win his goal and attain and maintain his prestige and his profit.

Webster defines the first as "duty required or performed. Spiritual obedience. . . ." and the second as "trust, reliance." There is the whole story in a nutshell! If the manufacturer undertakes his task of building his business upon the basis of a moral obligation, to himself and to his retail outlets, and to the consumer, his moral reward will be the confidence of his own organization and of the dealers, and his material success will "follow as the night the day."

Every embryonic element in the manufacturer's organization should be pointed toward that end, imbued with the same idea, trained to function along that same line. His office staff, his salesmen, his products, his packaging, his promotion, his demonstrations, his advertising, his displays, ALL THESE should concentrate upon, be dedicated to, the building of an edifice that cannot be destroyed, will only increase in strength and power as time goes on. And each component part should do its share in the rearing of this structure, do its important best to forge an endless chain of GOOD-WILL, the inevitable result of which will be ULTIMATE SUCCESS without which no business has a place in the modern, highly competitive world of today.

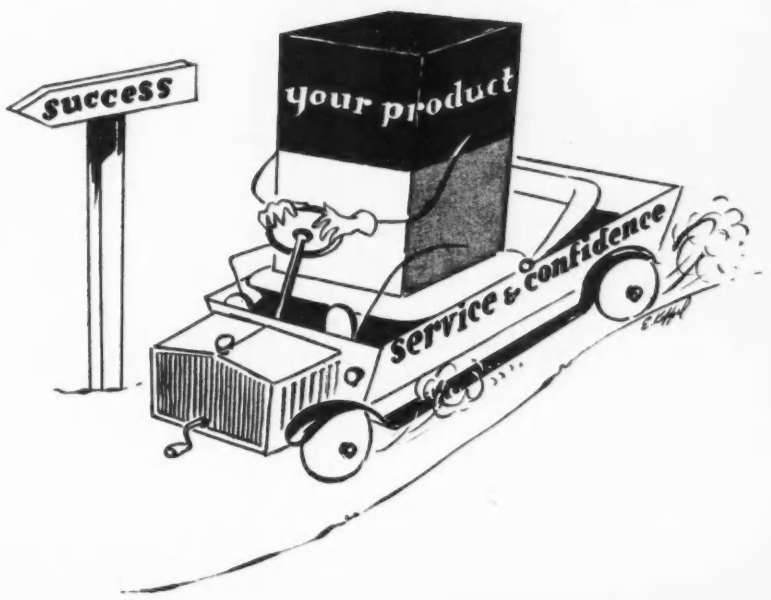
Again a quotation from the first article of this series—"Good-will must pass over a bridge of sales." And "Good-will from the buyer's standpoint is a friendly feeling of satisfaction that arises from experience and sales." In order to arrive at that point a manufacturer must see to it—

1—That his product is as good as he can make it for the consumer.

2—That it is perfectly packaged and rightly priced.

3—That his discounts are adequate to assure the retail outlets sufficient incentive to push his products, and his margin of profit for himself is sufficient to net him a profit after deducting the items of overhead, discounts, sales and advertising expense.

4—That the personnel of his organization is intelligent, trustworthy, efficient, co-



operative in spirit; and he should do HIS part in cultivating this last by maintaining that attitude HIMSELF.

5—That his policy in managing and merchandising is fair, courageous, unswerving in meeting competition, in maintaining price, in promising nothing that he does not intend to fulfill and to see to it that any verbal agreement is carried out as effectively and honestly as tho it were a written contract.

6—That every item, every word of advertising copy, every sales and promotion statement, every display, reflects his policy, his integrity, his product.

Those six safe rules, if he adheres to them consistently, year in, year out, will net him all he can reasonably expect in the way of prestige and profit.

What are the obstacles, the dangers, the pitfalls in the way to success that he has to overcome? They are manifold, but he has only to be patient, consistent, courageous, and the successful result is bound to come. The difficulty with many manufacturers is that they feel that they *know*, before they have anything to predicate such a belief upon, that *their* product is "different" and more worthy of attention, and will therefore get it.

NO product is good enough to warrant this attitude. Only RESULTS count! They speak for themselves. Until he has faithfully followed the six safe rules, he *cannot know* how acceptable his product will be, to the stores, to the consumer.

Another difficulty is impatience. It takes *time* to build *sales* and *repeat business*, because these MUST be predicated upon GOOD-WILL and that cannot be hurried, nor built up overnight. Consistent, tactful, courteous, itelligent, persistent contacting and canny merchandising and promotion, are the only means by which he can advance toward the goal of success.

Therefore the manufacturer who is new to the field, should rely upon the experience of his executives that has been gained through knowledge of these things and how to do them. For the first year he may have to mark time, perhaps even for two years, but if he avoids the mistakes of obtuse stubbornness, lofty self-esteem, over-estimation, impatience for results in too short a time; attempts to short-cut the six safe rules, he will not retard his own progress, as have many of the manufacturers in the field, who have had plenty of money, but have been handicapped by their own stubborn opinions and have paid dearly for them in loss of time, progress, and profit.

In all businesses the "good-will' costs more to buy in the purchase price than any other one thing. One manufacturer in another industry, values his "good-will" at a million dollars. The assets of the company in other respects are much less. And so it is that good-will remains the most valuable part of any successful business. It takes time, patience and consistent effort to accumulate it, but in the long run it is decidedly worth the energy expended, the forbearance, the steady vision, the faithful adherence to a wise and far-seeing policy.

DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

pH of Cosmetic Creams

Writing in *Riechstoff Industrie*, Karl Pfaff compares the pH of various cosmetic creams of American, English and Spanish origin in both water and alcoholic solution. He concludes that in alcoholic solution, wax free creams are neutral, and those containing wax are slightly acid. This is particularly interesting, since so much hokum is being passed around about the danger of alkali in creams. We have said before, and repeat again, that the pH of many creams now claimed to be so harshly alkaline, would be neutral or acid, if the pH were taken in another solvent than water.

Beeswax Substitute

We have recently run across a beeswax substitute made from beeswax, but containing other materials to standardize the product. What it amounts to is a *touched up* beeswax, with a particular property of giving smooth creams of the soft type so much in vogue to-day. Another nice thing about this is that the material comes flaked, thus making it much easier to melt. If you are interested in this type of soft cream, this is the way to get it easily.

New Sun Tan Oil

One of the jobs of this column is to keep a supply of new products flowing steadily. This time it is a different sun tan oil. So much of the stuff sold to prevent sunburn is too greasy. Alcoholic solutions are one way out. However, we suggest that you try something with 10% menthyl salicylate in a liquid emulsion. This won't be so oily, and will look more appealing to men than a solid cream or oil. You have the same protection as you would with any other type of preparation.

American Essential Oils

This is of no particular importance, but you might like to know it. To-day oil of vetivert is being produced commercially in Louisiana. Lavender is being grown and distilled (not commercially yet) in Washington. THE AMERICAN PERFUMER recently ran an article on sweet basil grown and distilled in West Virginia. Little by little we are less dependent on foreign sources. What next?

Triethanolamine Breakdown

About two years ago, someone told us that triethanolamine in the presence of other alkalis, more specifically borax, in water solution will slowly liberate ammonia. To date, we have not been able to duplicate this phenomenon. Has anyone else ever seen it happen? Maybe we ought to practice a little mesmerism together with our chemistry.

Detergent Properties of Clay Soaps

Filling Materials Frequently Enhance Cleansing Qualities

by W. G. CASS

VARIOUS kinds of earths and clays have been used for washing purposes from time immemorial, and are still used by primitive communities in various parts of the world. During and immediately after the war, when oils and fats were very scarce in Germany and had to be mainly limited to edible purposes, various kinds of clay and sand were used in that country in the manufacture of cleansing preparations, and some were quite good and effective. The classical researches of Weston with colloidal clay showed what a valuable detergent this material could be. In some respects it proved superior to soap, and a soap containing colloidal clay was more efficient than one without.

The soap industry in Russia is just now devoting considerable attention to the possibilities of clay soaps, and some interesting research in connection therewith has been carried out at the Laundry Research Institute, Moscow,[1] by Rehbinder and his colleagues. These workers have made a thorough study of the colloidal nature of soap and of clay. Some of their main conclusions are as follows:

The detergent action of soap is dependent both on the surface activity and the surface stability of aqueous soap solutions. The asymmetric structure of soap molecules and micelles (of polar and non-polar particles) which determines the surface activity and adsorptive power, together with a tendency to aggregate into more or less complex hydrated micelles, leads to the formation of a skin or film and ultimately to a viscous-plastic coating which is chiefly instrumental in dirt removal. The importance of the emulsifying, peptising and lather-forming properties of the solution is emphasized. Reasons are given for dividing washing agents into three groups: (a) surface-active preparations of the soap type, (b) solid emulsifiers such as washing clays, and (c) solvents. Washing agents of the second group are of particular interest owing to their special colloidal character which differs markedly from that of soap in some important respects. The Russian workers consider that the modern theory of detergent action should be modified in certain points, but they do not bring forward any experimental evidence for so doing —so far as the present writer is aware.

A great deal of work has been done in recent years in connection with the detergent action of soap and especially on methods for accurately measuring and comparing this rather remarkable property. For the most part no grounds have been found for any appreciable change in our views on the colloidal nature of soap and its cleansing action as determined by the researches of McBain, Fischer, Hillyer, Spring and others some fifteen to twenty or more years ago. In the main, the work of Rehbinder confirms the value and importance of colloidal clay as a soap constituent, capable both of improving detergent action and reducing cost of manufacture. It is important to note that clay (kaolin) may thus be regarded as a genuine and essential part of the soap, and not in any derogatory sense as a filler, still less as an adulterant: it can rank with the fats or fatty acids constituting the fat charge. The condemnation contained in that ancient book on soap-making by Watt cannot now be justified.

Weston's work showed clearly that the addition of colloidal clay to soap caused a very marked increase in lathering power, and in all cases the lather was of a firmer nature than that of pure soap and more persistent. A larger quantity of water is converted into lather by the colloidal clay soap than by the pure soap, although, strange as it may seem at first sight, colloidal clay (at least of the bentonite type) by itself is incapable of producing lather. Experiments have shown that the amount of colloidal kaolin soap required to convert a given quantity of water completely into lather is about 60% of that required when using soap only.

Chemically, soap and kaolin belong to two distinct types of compounds, but physically they have many points of resemblance especially when in solution. Colloidal solutions or suspensoids of soap or clay have surface tensions lower than that of water and viscosities greater than that of water; both have strong emulsifying powers, absorb dirt and grease, and act as powerful detergents. It has already been pointed out that washing is now regarded as a colloidal process in which adsorption power is of primary importance; and adsorption is usually greatest for those substances which produce the maximum lowering of the surface tension of the liquid in which they are in solution. Colloidal solution is here intended, although it is difficult to define a clear line of demarcation between colloidal and crystalloidal solutions.

Improved methods of preparing colloidal clay lately adopted in England, under patents owned by English Clays Ltd. of St. Austell, Cornwall, have added greatly to the interest in clay soaps and enhanced their practical advantages. In regard to reduced surface tension, for example, it has been found that a soap containing two new colloidal clays produced in England, lowers the surface tension of water to a much greater degree than does soap itself. Experiments with a high-class toilet soap alone and with a mixture of this soap with 25% of one of these clays showed that the mixture

(*Continued on page* 260)

[1] There are large deposits of kaolin in the neighborhood of Moscow, and the use of this as colloidal clay in the soap industry was recently the subject of discussion by Russian technologists.

Specific Fluorescence

(*Continued from Page* 233)

wave lengths into the non-sunburning wave lengths.

One of the chemicals which is known to fluoresce very strongly is esculin. Esculin will show fluorescence in dilution up to one part in a million or possibly one part in five million. Esculin alone or with other chemicals has been used in sunburning "chemical parasols." The effective ones have been those which included some *physical* parasol as well. And the tests I have made indicate that the *successful* use of esculin DEPENDED UPON THE PHYSICAL VEHICLE rather than on the chemical, esculin.

The way I tested that is simple. I used the esculin-vehicle compound alone and found that it prevented sunburn. There was no "chemical parasol" action in the esculin. *And remember, that esculin fluoresces vividly.* But, the specificity of the fluorescence of esculin is *outside* the vital ultraviolet zone. Esculin fluoresces *inside* a glass container. Esculin fluoresces even if the source of the *vital radiation* is covered by a thick glass plate. Esculin has NO "chemical parasol" action. In order, we examined a long line of fluorescing chemicals. Mineral oil, for example has a decided fluorescence. The mineral oil will fluoresce through any glass, however, and although a layer of mineral oil (fluid) or a layer of solid mineral oil, as petrolatum, acts as a *physical* parasol it does not act as a "*chemical* parasol." This fluorescence has nothing to do with the protective properties. Certain dyes, as eosin, are also highly fluorescent, and yet eosin combination (water soluble eosin and water soluble greases or alcohol soluble eosin and alcohol) do not of themselves prevent sunburn or suntan. The vehicles, if "physical parasols" do the work.

With this lengthy preamble, we proceed to specificity a little more deeply. In a search for an easy method of determining the presence of vital ultraviolet from clinical sources of light used in therapy and during a long series of examination of fluorescing materials, I came upon a heretofore not commonly known fact: that certain drugs had specific fluorescence. I used this fact in an apparatus I designed known as the "Vital Ultraviolet Detector." By the aid of this simple tool, it was possible to proceed on a course of experiments without costly equipment, such as spectroscopes, etc., etc. In the work which I did and published, it was soon evident that *specificity* in ultraviolet was an essential factor. In the resume given several issues back in THE AMERICAN PERFUMER, this element of specificity was dilated upon.

The "Vital Ultraviolet Detector" depended upon the specific fluorescence of salicylic acid to *vital ultraviolet* radiation. If the salicylic acid was covered by a plate of glass which prevented the passage of ultraviolet about the sunburning rays of 2967 Å.u., the *salicylic acid did* NOT *fluoresce*. The glass threw a shadow! The glass acted as a physical parasol to the salicylic acid. The salicylic acid did not fluoresce under glass. The sunburning rays did not penetrate the glass to activate the salicylic acid.

From the theoretical construction of "chemical parasols," those chemicals which fluoresce, absorb or transform the sunburning rays, act to prevent sunburning. It was therefore theoretically correct to assume that salicylic acid which fluoresced *only* in the presence of sunburning ultraviolet would act as an efficient "chemical parasol."

Many experiments and tests were made at odd times which added to the fund of knowledge regarding the specificity of salicylic acid radicals as a chemical parasol for sunburning ultraviolet by reason of the fact that it fluoresced *only in the presence of the specific sunburning ultraviolet.* In recent weeks, I have had the opportunity of testing this theorem over again, and *qualitatively* it can be said that salicylic acid and salicylic acid compounds DO act as "chemical parasols" to sunburning radiation by virtue (theory) of the quality of fluorescence they display.

If this were all, it would be easy. Any manufacturer desirous of presenting "chemical parasols" would include some one or another of the salicylic acid radical chemicals in his preparation. It may be a good thing, at that!

But, there is another element which cannot be disregarded. This is the element of threshold. It is again convenient to refer to the articles published recently in which this idea of threshold is explained. It is not quite right to say quantity, because quantity is only part of threshold. We go on. A little salicylic acid fluoresces vividly with a little specific sunburning radiation. A little salicylic acid fluoresces just as vividly with a lot of sunburning radiation. Contrariwise, a lot of salicylic acid fluoresces with either a little or a lot of sunburning radiation. Hence, the quality of fluorescence alone is not enough to base a promise of complete protection through the "chemical parasol" of salicylic acid.

At this moment, we are aware of the action of salicylic acid as fluorescing in the specific sunburning ultraviolet range. We know that chemicals containing the salicylic acid radical seem to and do possess the same feature. We are not aware *at the moment* of any *other* drug which can act as a "chemical parasol" but manufacturers, who seek such a chemical, may either find one already at hand, or through synthetic chemistry build a new compound. From the knowledge available at this moment, the best field of research would seem to be that which includes salicylic acid radicals in "chemical parasols."

Geranium Oil Market in Algeria

A report dated May 13, 1935, stated that the Algerian geranium plantations suffered considerably from the abnormal cold at the end of January and the subsequent drought. Latter rains and normal weather conditions, however, indicated an average yield except in cases where planters were unwilling to wait for full maturity.

The area under cultivation again increased to 5,040 acres compared with 4,700 acres in 1933. The crop for 1934 as returned by the Department of Agriculture was 58,863 pounds of oil.

The Algerian Government has acquired the necessary apparatus to determine the purity of geranium oil and importers may refuse to accept delivery without an official guarantee of purity. (*Consul General Ernest L. Ives, Algiers.*)

TRADE NOTES

Halitosine Acquires Heck Deodorant

Halitosine Co., St. Louis, distributors of "Halitosine" antiseptic and "Halitosine" tooth paste, has taken over the manufacture, promotion and sale of "Heck" deodorant, and plans an effective sales campaign in the United States and foreign countries.

This product has been manufactured for some years by the Heck-Conard Co. in Kansas City, but its plant has now been closed out and all supplies and equipment have been transferred to St. Louis.

The Heck-Conard Co. was founded in 1925 by A. J. Conard, D. L. Conard, and Herman Heck, whose father, Dr. Heck, originated the deodorant in Saginaw, Mich. Mr. Heck left the company soon after it was formed in Kansas City, and the Conard brothers are now no longer associated with the company.

Charles Weeks Resigns

Charles Weeks, oldest son of Carl Weeks and secretary-treasurer of Armand Co., Inc. has resigned his position as official of that firm. Mr. Weeks and his family have moved to San Francisco.

Charles Weeks, last fall, after the marriage of Jesse Moore, former secretary, took over her official duties along with those of treasurer. No announcement has been made of his successor.

Dr. Kremers Retires

Dr. Edward Kremers, head of the department of pharmacy at the University of Wisconsin since 1892, retired from his position June 30 at the age of 70. Dr. Kremers, an international authority on volatile oils, former editor of the *Pharmaceutical Review*, member of numerous American and foreign pharmacists groups, and author of many papers on chemistry and drugs, has been at the university since 1890.

H. L. Bliss Heads Y-Age-Cosmetics

Harry L. Bliss, president of Y-Age-Cosmetics, Inc., New York, has advised us that since 1925 he has not been connected with Bliss Laboratories Inc., New York. In 1925 he sold all of his stock in that company.

Our New Address

Offices of The American Perfumer are now located on the Tenth Floor of the building at 9 East 38th Street, New York, just off Fifth Avenue. The new telephone number is CAledonia 5-9770.

Johnston Heads Industry Committee

A. E. Johnston of Colgate-Palmolive-Peet Co., Jersey City, N. J., has been elected chairman of the Committee of the Toilet Goods Industry succeeding Northam Warren who has resigned. The committee which functioned so effectively last year under Mr. Warren's direction will continue its work on legislative problems and tax matters and will serve as the legislative committee of the Toilet Goods Association. Mr. Warren's resignation was due to the pressure of other matters and the fact that he expects to spend a great deal of time in foreign countries during the coming year.

A. E. JOHNSON

In a letter to members of the Associated Manufacturers of Toilet Articles, Cecil Smith, president, reports that that organization will remain dormant during the rest of the year, its functions, offices and staff being taken over by the Toilet Goods Association. The present officers will continue until it is determined whether new ones should be elected.

Charles S. Welch, former secretary of the A.M.T.A. and secretary of the Code Authority is secretary and general manager of the new association. The Code Authority has assigned the funds in its treasury to Mr. Welch to be distributed to contributors to the code, pro rata. Mr. Welch advises that until this distribution is completed his offices will remain at 10 East 40th street, after which he will be located at the offices of the Toilet Goods Association at 30 Rockefeller Plaza, New York.

Mrs. Lewis Back from Europe

Florence N. Lewis, president of Elizabeth Arden, Inc., New York, has just returned from a tour of her salons and branch establishments in Europe. Interviewed by the alert ship news men upon her arrival, Mrs. Lewis said that she was bringing back several new ideas in cosmetics and make-up which would be developed in her laboratories here and tried out in the Arden salons in America. These include several preparations new to the Arden line in America but which have been very successful abroad. According to daily press reports, Mrs. Lewis was more interested for the moment in the little Scotch terrier which she had saved from a dreadful fate abroad and brought back with her to romp on her country estate than she was in the progress of her business, but she did find time to say that the Arden business in England and on the Continent was making rapid progress despite conditions which were far from propitious in some of the countries where Arden salons are located.

FLORENCE N. LEWIS

Southern Laboratories Formed

Establishment of the Southern Laboratories, cosmetic makers, at 718 W. Pak street, Louisville, Ky., has been announced by Frank B. Ayres, secretary-manager of the Louisville Industrial Foundation.

W. A. Buckewy, former Kentuckian and chemistry professor at the College of the City of New York, and Harry R. Ash, formerly of New York, are partners in the concern. The company plans manufacture of face and massage creams, and other items.

Treasury Decision Clarified

The Flavoring Extract Manufacturers Association of the United States has sent out a bulletin advising that Treasury Decision 4557 has been clarified by Arthur J. Mellott, Deputy Commission of the Internal Revenues department, Washington, D. C., who ruled that members of the flavoring extract industry may procure rum and brandy in bulk containers for industrial use.

Bristol-Myers To Move

Bristol-Myers Co., New York, manufacturer of "Ipana" tooth paste and many other proprietary articles, has leased space in the International building, Rockefeller Center, and expects to move there soon.

Wisconsin Pharmacists Meet

John Huber, Racine, was elected president of the Wisconsin Pharmaceutical Association at the annual convention held June 25, 26 and 27 in Green Bay. Arthur Broenen, Milwaukee, was named first vice-president; Karl J. Henrich, Superior, second vice-president; M. C. Whitrock, Wisconsin Rapids, third vice-president; Jennings Murphy, Milwaukee, secretary, and B. F. Leidel, Milwaukee, treasurer.

Otto Berndt, Manitowoc, and William M. Rheineck, Milwaukee, were selected delegates to the National Association of Retail Druggists' convention in Cincinnati; Sylvester H. Dretzka, retiring president, was named delegate to the American Pharmaceutical association convention, and Richard Buerstatte, Milwaukee; Dretzka, and B. J. Kremer, Fond du Lac, as representatives on the Wisconsin Board of Pharmacy.

Resolutions adopted by the convention endorsed the national administration's social security, economic recovery and price stabilization programs and condemned federal handling of so-called "insignicant violations of the liquor code in a manner unfair to the druggist." Another resolution objected to national radio advertisers providing announcers with scripts that infer drug stores substituted products.

Carl Weeks, president of the Armand Co., Des Moines, Ia., told the delegates that the fair trade practice law now in effect in Wisconsin will be successful if it is a price stabilization measure rather than one of price regulation.

Pinaud Appoints Marcel Foy

Marcel Michelin, executive vice-president of Pinaud, Inc., New York, has advised us of the appointment of Marcel Foy, known to the toilet goods field for his successful merchandising of goods of his own manufacture, as eastern district manager in the New England states and upstate New York.

MARCEL FOY

Mr. Michelin left early in July for a visit to the Pinaud offices in Paris, and will return to New York the middle of August.

Roger Goldet, vice-president, recently returned from an extended business trip through the country, and reports encouraging activity in the toilet goods field on the coast. Brisker business and a general outlook even more optimistic than that in the East prevailed, he found. In the Middle West, and particularly in Chicago, he finds a vast market for cosmetics and toilet goods which has not as yet been sufficiently realized and developed by national manufacturers.

He also sailed this month for a visit to the Paris offices, and will return in September for an intensive Fall merchandising and advertising campaign now being planned by the company.

Dr. Browne to Do Research

Dr. C. A. Browne, Assistant Chief of the Bureau of Chemistry and Soils, at his own request terminated his administrative duties in that capacity on July 1, in order to devote his whole time to the supervision of the chemical research work of the Bureau and to the preparation of articles and bulletins upon various unpublished chemical investigations.

The change which Doctor Browne requested from executive to research work will permit him to devote himself to special studies along highly technical lines and to the preparation for publication of a great amount of data which he has gathered while Chief of the former Bureau of Chemistry and Assistant Chief of the Bureau of Chemistry and Soils.

Affiliated Products Renews Radio

Affiliated Products, Inc., Chicago, makers of Louis Philippe cosmetics, has just renewed its contract with the Columbia Broadcasting System to broadcast "Marie, the Little French Princess", popular dramatic serial, which has been on the Columbia network for more than two years.

The company will also continue "The Romance of Helen Trent" dramatic series sponsored for the Edna Wallace Hopper cosmetics, over the same network.

Charles R. Spicer Aviation Enthusiast

Charles R. (Dock) Spicer, president of The Charles R. Spicer Co., Inc., Memphis, Tenn., manufacturers of proprietary medicines and toilet preparations, took up flying about six years ago merely for pleasure, but now combines pleasure with business while flying. He is a licensed transport pilot and derives a great deal of fun from his plane, which is an old Curtiss Fledgling,

MR. SPICER WITH HIS PLANE

powered with 185 H.P. Challenger motor, and noted for its stability, noise and lack of speed.

Mr. Spicer, who is 51 years old, sometimes entertains his friends by wrapping the plane's struts with slats of wood and baling wire, covering her wings with patches and giving an exhibition of how not to fly.

The accompanying photograph shows the plane with the company's trade name "Spicer's Nux-Herbs & Iron" painted on the entire underside of the upper wings, and easily readable from 2000 feet in the air.

Ogilvie Sisters Award Scholarship

For the third time Ogilvie Sisters, New York, have awarded a scholarship to the graduate of the Beauty Culture Division of the Bronx Vocational High School for perfection in her work. The winner receives a thorough training at the Fifth avenue salon of Ogilvie Sisters, and the recipient of the award this year is Miss Margaret Marchant. Miss Anna Bozek was second, and Miss Bessie Goldsmith was third, and they also received prizes. The two young ladies who previously received scholarships have been further honored by positions in the Ogilvie salon, where they already have large and enthusiastic followings.

JESSICA OGILVIE

Ogilvie Sisters have given much time and energy to the work of vocational schools throughout the country to assist girls in attaining professional success in this field, and Miss Jessica Ogilvie has been particularly active in this respect.

Pacquin Distributes Christy Line

Pacquin Laboratories, Corp., New York, has assumed charge of the distribution of the line of Christy cosmetics manufactured and heretofore sold by Christy Cosmetics Co. The Christy line includes the lipsticks, rouge and cream rouge which has become so favorably known to retail outlets as well as to consumers during the last few years. The products were all originated by Robert Christy, founder and head of the company, who has shown marked originality and expertness in this particular work. The color laboratories and production of the line will be continued under his direction, only the sales, distribution and promotional work having been assumed by Pacquin. It is felt that the new arrangement will materially broaden distribution of the line and at the same time release more of Mr. Christy's own time for creative work in the field.

Leser Represents Philipp Bros., Inc.

J. W. Leser & Co., Los Angeles, has been appointed sole southern California representative and distributor for Philipp Bros., Inc., New York, exclusive U. S. A. distributors of Vieille-Montagne zinc oxides. The Leser company will carry adequate stocks of several grades for the convenience of the trade.

J. W. Leser & Co. also represents Polak's Frutal Works, Inc. of New York in southern California, while M. O. Grove & Co. represents the latter firm in San Francisco.

Florasynth's Branch Moves

The Los Angeles office of Florasynth Laboratories, Inc., is now located in new quarters at 4665 Hollywood boulevard. It was formerly at 706 N. La Brea avenue, Los Angeles.

Foragers Hold Annual Outing

The Captain tried to run over the *Roma* on the way back, but at that point The Foragers didn't care much what the Captain tried to run over. Individually and collectively, they would have tackled the *Roma*, the *Normandie*, the *Majestic*, and the combined Italian, French and British merchant and war fleets. It was that kind of an outing. Everyone had a perfectly swell time from the moment of sailing in the morning until the Captain had his encounter with the *Roma*, and even after.

There was the usual excellent feed, some unusually clever music from "The Black Foragers" and some ardent but not too expert baseball. One or two even braved the waters of the Shrewsbury clad in shorts or less and the other games, notably the obstacle race with its steins of beer and balloons to burst, were hotly contested. Everybody was, of course, surprised when Connally didn't take all the firsts, no one more so than Connally, himself.

Veterans were out in full force with three charter members present and a whole crowd who had been members for twenty years or more. The umpires and judges, Bob Arcularius and Harry Smith particularly, were in excellent form. The candid camera tells the rest of the story excepting the results of the races and ball game which follow:

Walking Race: 1st, O'Hara; 2nd, Connally; 3rd, Zinnell.

Old Timers' Walking Race: 1st, Niedenstein; 2nd, Niedermeyer; 3rd, Harry Smith.

Relay Race: 1st, Stamler, Nielsen, O'Hara, Zinnell; 2nd, Keeley, Hayes, Casey, Brauneiss; 3rd, Connally, Nolan, Hutchins, Anderson.

Fat Man's Race: 1st, Nielsen; 2nd, Kilcullen; 3rd, Nolan.

Three Legged Race: 1st, Nielsen and Connally; 2nd, Zinnell and Hayes; 3rd, Anderson and Hutchins.

Obstacle Race: 1st, Casey; 2nd, Nielsen; 3rd, Zinnell.

Powders	AB	R	H	PO	A	E
Keeley ss-2b	1	1	0	0	0	0
Stamler c	2	1	1	8	1	1
Connally p	1	2	1	1	2	1
Garrity lf	1	0	0	0	0	0
Zinnell 2b-ss	2	0	0	0	0	0
Kilcullen rf	1	0	0	0	0	0
Chisholm rf	1	0	1	0	0	0
Grant cf	1	0	0	0	0	0
Nielsen cf	1	0	0	0	0	0
Hanlon 3b	1	1	0	0	1	0
Hutchins lf	0	0	0	0	0	1
Hayes 1b	1	1	0	3	0	1
Herman cf	0	1	0	0	0	0
Myers 3b-ss	2	1	0	0	0	4
Reuter cf	2	0	0	0	0	0
	17	8	3	12	4	8

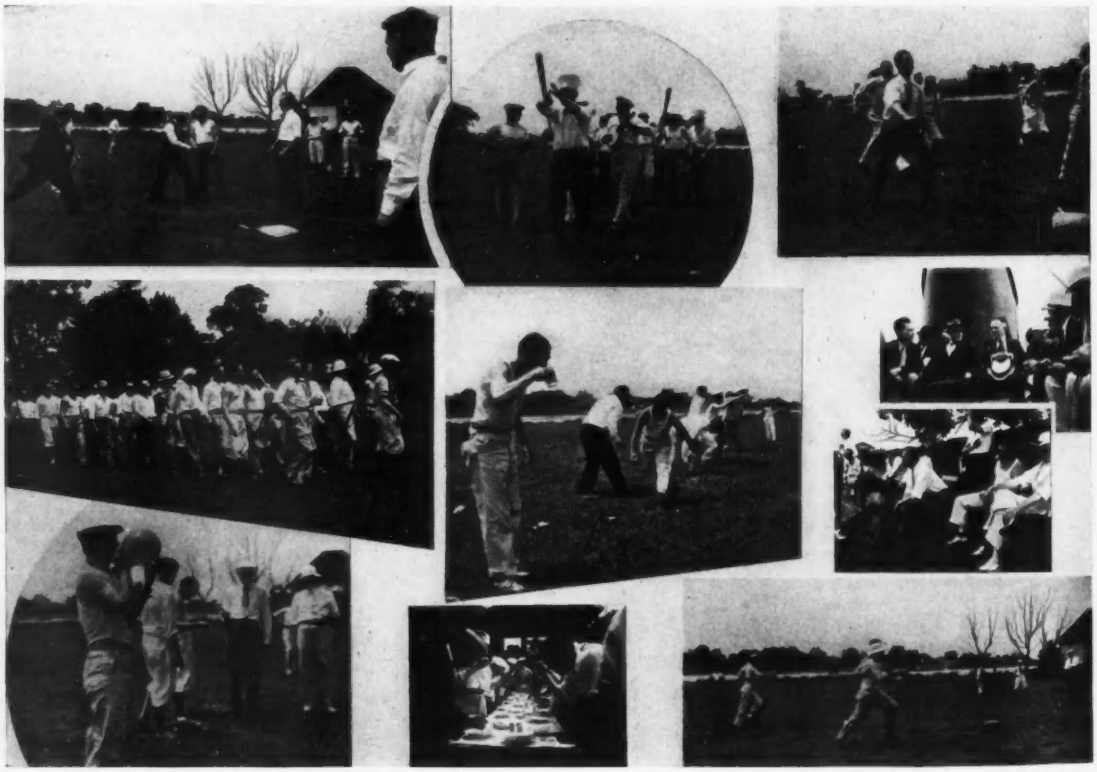
Puffs	AB	R	H	PO	A	E
O'Hara 2b	2	1	0	1	2	1
McCann c	1	2	0	7	1	2
Casey p-lf	2	0	0	0	2	1
Flynn ss-3b	2	1	1	1	1	0
Carlin cf	1	0	0	0	0	0
Georgi cf	0	0	0	0	0	0
Ryan ss-3b	2	0	0	1	0	0
Powell cf-p	2	0	0	1	0	0
Rochelle rf	2	0	0	0	0	0
Cleary 1b	1	0	0	1	1	3
King rf-p-ss	1	1	0	0	0	2
	16	5	1	12	7	9

2b H. Connally. Struck out, by Connally 8, by King 4, by Powell 1. Bases on balls: off Casey 1, off King 2, off Powell 1. Hit by pitched ball, by Connally 2, by King 1. Stolen Bases, Keeley, Hutchins, McCann.

Prizes—

Longest Hit	Connally in 1st inning
Most Runs	Connally—McCann (2)
Most Hits	Stamler, Connally, Kilcullen, Flynn (1)
Most Errors	Myers (4)

					R	H	E
POWDERS	3	3	1	1	8	3	8
PUFFS	3	1	0	1	5	1	9



Capts. O'Hara & Keeley
Bob Arcularius
Pat Myers
A "TR" Picture
President Folsom
"Chisy" at Ease
"Tarzan" Cramer
Pensive Bob
Ev. King tells 'em
Cerlin & Vogt
Jerry Nolan
Fred Pope
Georgi loads up
Jack Curry

Pierce-Larisson Partnership Formed

A partnership of unusual interest to manufacturers of toilet preparations has just been formed by Edna Colladay Pierce and Ruth Hooper Larisson. They will in the future function jointly on accounts requiring the services of specialists in the toilet preparations field with which they are so familiar.

Both Miss Pierce and Mrs. Larisson have advertising

MRS. LARISSON

MISS PIERCE

agency backgrounds and both have records of successful achievement in the field. Miss Pierce has specialized particularly in merchandising and contacting store executives in the promotion of manufacturers' products while Mrs. Larisson is widely known as a designer and creator of packages and in the development of merchandising plans.

Readers of the PERFUMER are to some extent familiar with their work since both have been valued and interesting contributors to these pages for some time. In their articles, they have shown unusual knowledge of all branches of the toilet preparations business. THE AMERICAN PERFUMER extends its best wishes for the success of their partnership.

Florida Beautician's Board Named

Governor Dave Sholtz has named the board members for the new beauticians board authorized by the last session of the Florida legislature. The members are: Mrs. Carl Noble, Jacksonville, chairman, appointed for a three-year term; Miss Mary A. Patton, Tampa, secretary, two-year term, and Miss Eva A. Lowther, West Palm Beach, one-year term.

The new board was authorized by the 1935 legislature to regulate the operation of beauty parlors in Florida. Headquarters are being established in Tallahassee, capital of the state. The board is authorized to fix minimum prices to be charged in Florida and will be supported from fees which will be collected from each beauty operator.

The new board is expected to devise some system of periodical inspection of the beauty parlors and other means of keeping close check will be used. A greater part of all Florida regulation is aimed at control of fly-by-night and irresponsible operators, which flock to the state during the winter tourist season, where they prey on winter visitors.

Knighthood for Extract Manufacturer

Among the recipients of honors conferred in Great Britain on the occasion of the King's birthday was Charles Arthur Finch, who has received a knighthood. Sir Charles is honorary secretary of the London Federation of Boy's Clubs. He is also a director of Stevenson & Howell, Ltd., the well-known London firm of flavoring extract manufacturers.

Proprietary Ass'n. Appoints Bohan

Frank A. Blair, president of The Proprietary Association, has announced the appointment of Joseph D. Bohan as chairman of the Foreign Trade Section of The Proprietary Association. Mr. Bohan, who is export manager of the Centaur Company, manufacturers of "Fletcher's Castoria," is at present making a tour of South America, returning next month. He is a member of the Export Managers' Club, the Seventeen Club of New York City, and is a reserve officer in the U. S. Army. He was formerly connected with the Kolynos Company of New Haven, Conn.

Burgund Wins Henderson Trophy

The very beautiful trophy donated by A. D. Henderson, of Allied Products, to the Entertainment Committee of the Perfume and Cosmetics Industry Association, has now changed hands passing from B. J. Gogarty, of Commercial Solvents Corporation, who was the first winner, to that famous golfer—A. C. Burgund of the Carr Lowrey Glass Company.

A. C. BURGUND

This trophy—which was presented by Mr. Henderson last year—was played for by the 1934 Committee and their guests, and anyone who is fortunate enough to win it three times, will be its proud possessor permanently.

The tournament took place at the Pine Valley Golf Course, in New Jersey, on June 11th, and Mr. Burgund's winning score was net 81.

After the trophy was presented to Al, he had it filled with Planter's Punch—and from then on, things became rather vague, but we do remember that a good time was had by all!

Walter Templin Resigns

Walter Templin, formerly associated with The Pepsodent Co., Chicago, has resigned from that concern and will announce his future plans later.

Michigan Association Plays Golf

A golf tournament was held at Lochaven Golf Club, June 26th, by the Allied Drug & Cosmetic Association of Michigan. The turnout was one of the best of the year. During the meeting after dinner, the following were accepted as new members: W. S. Lowry, Merck & Co.; D. E. Picciano, Picciano Brothers, Inc.; R. K. Snow, Dow Chemical Co.; J. M. Wolff, Fredrick Stearns & Co.; A. H. Carnes, Stanco Distributors, Inc.

Chairman of entertainment Ray Vicary told about the acceptance of the Chicago joint golf auxiliary of our challenge to a tournament between the Chicago associations and the Michigan association in September. The combined Chicago golf auxiliary also invited the Michigan association to play in August and the scores of members at this tournament indicate a hot battle at that time.

Among the out of town members were, Addington Doolittle, Joe Gauer, Herb Todgham, and Doc Cole. Among the guests were, Jim Mooney, George Beckner, Frank Foster, Rick Pearson, Harold Lansbury and others.

Ray Vicary, delegate to the Lucerne convention of the Association of Canadian Perfumers & Manufacturers of Toilet Articles, reported on the convention.

New Detroit Cosmetic Companies

Two new cosmetic companies were formed in Detroit this month, each planning to manufacture a general line of many items. A specialty line of goods intended primarily for the colored trade is being put on the market by Stardust Laboratories, 2002 Hastings street, formed by John C. Chaffee and Frank E. White. The first product is a vanishing cream especially designed for this trade, and others are being added. A line for the general trade will be added later, Chaffee said.

The Kargul Chemical Laboratories at 2963 East Lafayette street, were formed to manufacture a line that includes a practically full range of cosmetic products. John D. Karagulis is the proprietor.

N.Y.S.P.A. Holds Elections

The annual convention of the New York State Pharmaceutical Association was held at Bolton Landing June 20, at which time Henry J. Wildhack, Newark, N. Y., formerly vice-president, was elected president. Other officers elected included Morris Brodkin, Bronx, first vice-president; Charles Heimenzheimer, Brooklyn, second vice-president; Edgar Bellis, Bronxville, third vice-president; Robert S. Lehman, Brooklyn, re-elected secretary; and R. A. Austic, Cairo, treasurer.

MICHIGAN GOLFERS AT FIRST TOURNAMENT OF SEASON

1. J. Wolff, H. Derbyshire, R. M. Stevenson, R. Pearson, 2. E. van Alsburg, R. Clarke, H. Shotwell, J. Carlisle. 3. R. E. Alexander, J. Gauer, J. Mooney, F. O. Snyder. 4. President Paul Porier. 5. T. Jones, W. Boyd, P. Gates, R. Flynn. 6. W. Elliott, H. Todgham, L. Speck, F. Wilson. 7. T. Shea, H. Royce, Junior Brown.

Mrs. Davis Is Graduated

Mrs. Laura Davis, cosmetics maker of 825 E. Denny Way, Seattle, was graduated this June from the University of Washington. She invented a new beauty cream and went into its manufacture in Seattle in 1931. Since that time has been running the business and getting a first class education. In cap and gown, with the graduating class this June, Mrs. Davis, the student, stated she would pursue her educational studies further, continuing P.G. work to a doctor's degree in sociology,—also while managing a going business.

Wis. Drug Travelers Elect Officers

H. E. Kraft, Milwaukee, was elected president of the Wisconsin Pharmaceutical Travelers' association, succeeding K. F. Childs, Milwaukee. W. S. Bassett, Milwaukee, was named first vice-president; Irwin J. Dohmen, Milwaukee, second vice-president, and C. H. Shults, Milwaukee, secretary-treasurer. J. F. Scheiderer, F. L. Buening and J. F. Schaffer, all of Milwaukee, were named to the executive committee.

Raab Celebrates Silver Anniversary

This month marks the 25th anniversary of Chemical Works Roermond, H. Raab & Co., Roermond, Holland. It was in June 1910 that H. Raab established this company for the manufacture of aromatic chemicals and specialties for the perfume, soap and cosmetic industries. The company has made steady progress during the last quarter century, and for many years has been represented in the American market where it has enjoyed a growing business. The Raab line is now being efficiently promoted by P. R. Dreyer Inc., New York.

R. Raab and His Son Conrad

The founder, now 75 years of age, is still active in the business, although it is now headed by his son, Conrad Raab, who is well known to many in the American trade through his frequent visits here.

The company held an elaborate celebration on the anniversary date at its headquarters in Roermond, in which the founder and several members of the staff who have been with the company since its inception, took part.

Miss McLeod with A. M. C.

Edyth Thornton McLeod has joined the staff of the Associated Merchandising Corp., New York, as a promotion specialist for the toilet goods departments of the A.M.C. stores, according to a recent announcement by Col. P. J. Reilly, director of the association.

Miss McLeod

For the last twelve years Miss McLeod has been associated with Elizabeth Arden, where she did much to develop the Arden line and to increase its popularity among leading retail outlets in all parts of the country. Her background includes instructing consultants, demonstrators and toilet goods buyers, the preparation of circulars and booklets and visits to practically every leading retail outlet in the country for the purpose of training retail sales people, lecturing on cosmetics and staging style shows. Her work is well known to practically all stores of the A.M.C. group and it is believed that her wide experience will be of great value in her new position.

Beiser in New Quarters

Edward T. Beiser Co., Inc. is now located in its new quarters at 77-79-81 South Street, Stamford, Conn. Telephone—Stamford 3-9171. The company was established in 1912 by the late Edward T. Beiser and was incorporated in 1919. A growing volume of business made it necessary for the company to seek larger and more convenient quarters, and for that reason it recently moved from Riverside to Stamford.

Leonard Hill in New Premises

The firm of Leonard Hill, Ltd., London, publishers of *The Manufacturing Chemist*, which devotes much attention to questions of cosmetic manufacture, *Food Manufacture*, the *Indian and Eastern Druggist*, and other technical journals, has recently moved into new premises at 17 Stratford Place, situated right in the west end of London, and almost opposite Bond street —London's most fashionable centre. To signalize the event, the directors held an at-home which was attended by a number of distinguished chemists and technicians, including Dr. Krumbhaar, who is well known in U. S. A. as an authority on resins, Dr. Voge, whose speciality is contraceptives, Frank Atkins, chief chemist to the Tokalon company, Dr. Gerald Druce, the first Englishman to obtain a degree from the University of Prague after the formation of the Czecho-Slovakian republic, and H. S. Redgrove, the leading British authority on perfumes, cosmetics and flavoring essences.

A Correction

In our item about the anniversary of Fred L. Butz in our June issue, the incorrect address was given. Mr. Butz is located at 393 Seventh avenue, New York.

Dutiable Value Includes Tax

The United States Court of Customs and Patent Appeals has handed down its final decision of the cases involving the French luxury taxes on perfumes. For purposes of the tariff, this tax had been included in the valuation of the goods for dutiable purposes. Several importers entered protests and after long litigation, the matter was finally decided in the case of Veolay, Inc., against the United States.

The Court held that the foreign value of the merchandise included the luxury tax assessed by the French government and that the fact that the tax was on the retail price and its method of collection had no bearing upon the point, inasmuch as the tax was really upon the manufacturers and hence was a part of the cost of production.

Sturge Acquires New Offices

New office premises have recently been erected for Messrs. John and E. Sturge, Ltd., at 1, Wheeley's Road, Birmingham 15, England, not far from the old premises which the firm has occupied for over a century. Precipitated chalk is a specialty of this well-known British firm, various grades being manufactured suitable for various purposes, including face-powder and dentifrice manufacture.

Master Chemical Opens Branch

A branch of the Master Chemical Co., Milwaukee, was opened June 28 in the Empire Bldg., Green Bay, Wis., with Emmett A. McCoy as manager. The company is handling its own products which includes household chemicals, cosmetics, pharmaceuticals and other household supplies.

Missanna Laboratories Leases Building

Missanna Laboratories, Inc., Little Rock, Ark., manufacturer of drugs, cosmetics, chemicals and a general sundry line of products, will in the future be located in the building shown in the accompanying photograph. The company will occupy the entire structure, which will house general offices, daylight laboratories and pure food kitchens. Fourteen thousand square feet of floor space will be devoted to the manufacture and storing of its numerous products, including a complete line of flavoring extracts.

The company plans to install modern machinery to be used for packing, and also large glass-lined tanks to store and age their various products properly. R. A. Bardsdale, president, advises that nothing will be left undone to make the laboratories one of the best equipped in the Southwest.

Goldschmidt Appoints Elmer Tysdal

Th. Goldschmidt Corp., New York, has advised us that Elmer Tysdal of Chicago is now manager in charge of production of the cream and ointment bases at the New York laboratory. Mr. Tysdal is a brother of E. M. Tysdal, Chicago representative for Goldschmidt, and for a number of years has been doing consulting work among cosmetic manufacturers in the Chicago territory.

The retaining of Mr. Tysdal is the latest step in the company's manufacturing program, which started May 1 when it moved into larger quarters at 147 Waverly place, New York.

Cross Leaves Continental

Jacques M. Cross has resigned as manager of the development department of the Continental Can Company to become sales and development manager of Pulp Products Company, Inc., 60 East 42nd street, New York City.

Gair Acquires Sherman Division

Gair Boston Containers, Inc. has acquired the corrugated container division of Sherman Paper Products Corp., it was announced yesterday from the general offices in New York. The Medford plant and container sales office of Gair Boston Containers, Inc., of which Gordon W. Olson is vice-president and manager, will move to Newton Upper Falls, where the Sherman plant is located.

The Sherman Paper Products Corporation will concentrate on their line of paper specialties including pan liners, corrugated, glassine and parchment for the food and other industries in adjacent buildings now part of their property.

The New England sales offices of Robert Gair Company, Inc. and subsidiaries were moved on July 15, to 77 Sumner street, Boston, Mass.

Merck Joins A.N.A.

Merck & Co., Inc., Rahway, N. J., and New York, has been elected to membership in the Association of National Advertisers. Douglas W. Coutlee will represent the company in the association.

Promotions at Owens-Illinois

Stanley J. McGiveran, for several years sales manager of the prescription ware division, Owens-Illinois Glass Co., has been promoted to the position of manager of sales-merchandising. This move has been made necessary by the very considerable increase in the company's merchandising and promotional effort throughout its several divisions. As sales merchandising manager, Mr. McGiveran will correlate the activities of the advertising department, the agency and the sales executives on related problems.

At the same time, W. M. Gates, who has been manager of the statistical and inventory control division of the sales department, has been promoted to the title of assistant to the general sales manager. Mr. Gates will broaden his activity to problems of branch management and personnel. In the case of both Mr. McGiveran and Mr. Gates, along with their new responsibilities, they will retain managership of their respective divisions.

S. J. McGiveran

W. M. Gates

T. K. Almroth, as advertising manager, will continue to direct advertising and publicity effort of the various bottle divisions, together with glass block, "Hemingray" insulators and industrial materials.

Other changes in the organization are as follows: Harold Boechenstein has been appointed vice-president and general manager, and Charles B. Belknap has been made executive vice-president. On the board of directors George P. Greenhalgh has been elected to succeed William S. Walbridge, resigned; Mr. Belknap was elected to succeed the late William Ford, and R. H. Barnard was elected to succeed Marshall Fields, resigned.

William E. Levis, president, advises that the company plans to build a new plant in Toledo to house its packaging research laboratory and other departments. The structure, which will be of glass brick, will be insulated with glass wool and will be air-conditioned by glass air filters. All three of these products have been developed by the company's industrial materials division, and represent entirely new uses for glass.

Promotions in Burt Organization

Miss Mary R. Cass, for 24 years general manager of the F. N. Burt Co. Ltd., Buffalo, N. Y., manufacturers of paper boxes and products, has been made vice-president of this company. Miss Cass started as an office girl in 1891, and gradually worked herself up until she was made a director in 1921. She has managed the Buffalo plant since 1911, when control of the company was sold by F. N. Burt to Canadian interests.

Mary R. Cass

Several other changes have been made in the positions of officers of the company. John H. Paterson, formerly assistant general manager, is now general manager to take Miss Cass' place. Samuel J. Moore, president, has been made chairman of the board; Edward G. Baker, vice-president, is now president; and Thomas S. Duncanson, formerly assistant secretary, has become assistant general manager in Mr. Paterson's place.

Bes-Tone Laboratories in New Quarters

Bes-Tone Laboratories, Ltd., recently moved their offices and laboratories to 468 Fourth avenue, New York City, where they will have better facilities for packaging and demonstrating. Edmund Strauss, president of the company, reports that this change was necessitated by increasing business.

Averon Cosmetics Organized

Averon Cosmetics, Inc. has been established at 33 West 17th Street, New York City, by Louis Kronish, president, and David Schlesinger, secretary. The company will specialize in the manufacture of toilet preparations. Mr. Kronish, who has been identied with the trade for twenty years, will be in charge of sales; and Mr. Schlesinger, who for twelve years was chief chemist for Crystal Chemical Corp., will be in charge of production. Mr. Schlesinger is a chemical engineer with a degree from the University of Illinois.

Pyrethrum Cultivation in Kenya

In connection with E. W. Bovill's visit to East Africa, already reported, we learn that he addressed an important gathering of pyrethrum planters at Nairobi, Kenya Colony, early in June, as a result of which the meeting decided that a big increase in the area under cultivation was justified, there being every possibility of ousting Japan from the position of premier world supplier. Mr. Bovill, who is director of R. C. Treatt Co., Ltd., London stated that Japan exported annually about 6,000 tons of pyrethrum, most of which went to America, where developments in Kenya were welcome owing to the uncertainty caused by speculation in the Japanese crop and unreliable crop reports.

Chas. L. Huisking Norwegian Knight

Charles L. Huisking, president of L. Huisking & Co., New York, received the decoration of the Knighthood of the First Class of the Order of St. Olav at the Norwegian Club Brooklyn, July 9, in recognition of his services in the interests of Norwegian-American trade relations, particularly in connection with his Norwegian codliver oil activities. The Order was bestowed on Mr. Huisking by the Hon. William Morgenstern, Norwegian Ambassador to the United States, and the ceremony was attended by prominent officials of the Norwegian government and members of Mr. Huisking's family.

CHAS. L. HUISKING

The Order of St. Olav was founded by King Oscar the First in 1847 and is conferred as a reward for distinguished service to Norway or to humanity. The King of Norway is grand master and the royal princes hold the highest class of the order, of which there are five, grand cross, commander with star, commander, knights of first class, and knights of second class. The insignia of the order is returned on the death of the member.

Parento's Western Representatives

Compagnie Parento, Inc., Croton-on-Hudson, N. Y., has advised us of the appointment of representatives on the Pacific Coast. Martin, Hoyt & Milne, Inc., are now representatives for the entire territory. The headquarters of this company is at Merchants Exchange Building, San Francisco, but branch offices are also located at 906 East 3rd street, Los Angeles; 1501 N.W. Kearney street, Portland; and 1016 First avenue, South, Seattle.

Parento also advises that since January 1, it has been supplying otto of rose which is guaranteed by the Agricultural Bank of Bulgaria, which is the official agent for handling all otto of rose produced in Bulgaria under the Bulgarian regulatory laws. The oil is packaged and distributed under the bank's seals and guarantees.

Fake Face Creams in British India

According to a reliable report from Bombay, imitations of English and American face creams are appearing on the market at the rate of one every six weeks. In consequence of the growth of this amazing trade, there is a great demand for empty bottles and jars, preferably with the labels intact. They are collected by the spurious manufacturer and filled with the imitated preparation, which in some cases, is nothing better than more or less rancid fat. Not only are the crude home producers busy supplying the market with appalling counterfeits, but unscrupulous foreign manufacturers are continually trying their best to pass cheap imitations of reputable makes through the customs. Apart from beauty preparations, patent medicines are also being imitated.

Coty Wins Package Case

Empty perfume bottles and boxes, to contain them separately packed and intended to be used for perfumery made in this country are not dutiable as entireties under the meaning of the tariff act. Each product is dutiable at the appropriate rate because they are not entireties until filled with perfume and packed in the boxes ready for retail sale. This is the sense of a decision handed down by the United States Court of Customs and Patent Appeals last month. The case was brought by Coty, Inc., importer of the bottles and boxes on a protest against assessment of duty on the bottles and boxes as entireties at 75 per cent ad valorem.

The Court held the bottles dutiable at that rate but the boxes at 5c per pound and 20 per cent ad valorem under paragraph 1405.

Danco Selling Hasslauer Products

Gerard J. Danco of New York advises that he now has available products of Etablissements Victor Hasslauer, Paris, specialists in otto of rose and animal fixatives for perfumery. He reports a growing interest and business in the Hasslauer products.

Schiaparelli Organizes in London

Schiaparelli Parfums, Ltd. has been registered in Great Britain as a private company with a capital of £50,000 to make and sell perfumes.

Bromund Resumes Production

E. A. Bromund Co., whose plant at Elmsford, N. Y., was completely destroyed by fire last spring, is now under full production in its modern sun bleachery in Morris County, N. J. Hhe bleachery has been re-equipped with all modern machinery for refining bees-

J. F. BROMUND

E. P. HELMBOLD

wax in large volume. The company is under the personal direction of Jesse F. Bromund, president; Elmo P. Helmbold, treasurer; June C. Gilfoy, vice-president; and Wallace R. Foster, secretary. Mr. Helmbold and Mr. Bromund are located at the New York offices of the company at 258 Broadway. The company has representatives in the principal cities and carries stocks in Chicago; St. Louis, Paris, Tenn.; Los Angeles, and San Francisco.

London Cosmetic Swindle Exposed

The County Chemical Co., Ltd., London recently obtained an injunction in the British courts perpetually restraining a Southampton firm from infringing the trade mark "Brylcreem", under which the company's hair-cream has gained immense popularity in Great Britain. According to the apology signed by the defendant, the latter informed customers, at the time of sale of "Brylcreem", that he would pay them 2d., provided the bottle was returned empty complete with cap. Returned bottles were filled with hair-cream manufactured by the defendant and sold at a lower price.

Chemical Salesmen Play Golf

Bruce Puffer of the American Commercial Alcohol Corp., turned in the winning card in the Class A flight at the golf tournament of the Chemical Salesmen's Association, held last month at Baltusrol, Short Hills, N. J. Victor E. Williams of the Monsanto Chemical Co. was runner-up and Walter Merrill of the Joseph Turner & Co. was third. The class B prize was taken by William S. Auchincloss, of the *Oil, Paint and Drug Reporter*. Oscar Lind of the Dow Chemical Co. was second and Ira P. McNair of *Soap* was third. The kickers handicap was won by A. Heffler, a guest, and other prizes were won by Charles Kelly of Hagerty Bros. & Co., and Arthur Rowe of Merck & Co. E. W. Haley, of the Columbia Alkali Co., won the prize for the least putts.

BRUCE PUFFER

Chemists to Honor Noyes

Professor William A. Noyes, director emeritus of the laboratories of the University of Illinois, will receive the Priestley medal at the 90th meeting of the American Chemical Society in San Francisco, Aug. 19 to 23. This is the highest honor of the society, and Dr. Noyes will be the fifth holder of the medal. He began his active career in chemistry as professor at the University of Tennessee in 1883 and recently has been devoting himself entirely to scientific research.

Dr. Raymond M. Fuess, assistant professor of chemistry at Brown University, will receive the award in pure chemistry, valued at $1,000.

Beauty Shop Inspectors Appointed

The following beauty shop inspectors were named by the Oklahoma State Board of Cosmetology late in June: Mrs. Ocie Heady of Holdenville, Mrs. June Seaton, Cushing, Mrs. Grace Rose, Blackwell, and W. D. Lowe, Kingfisher.

Fritzsche Brothers, Inc. to Move

A lease covering an area of 75,000 square feet in the Port Authority Commerce Building at 111 Eighth Avenue has been signed for a term of years by Fritzsche Brothers, Inc., importers and exporters of essential oils and aromatic chemicals The space is the largest single unit to be taken by one tenant with the exception only of the third floor occupied by the F. W. Woolworth Company. The Fritzsche lease represents approximately two acres of space, or more than one-half of the twelfth floor.

As illustrative of the great size of the Port Authority Commerce Building, and the ability of a single tenant to conduct extensive operations on a one floor level, the Fritzsche space is equal to that of an entire ten-story building on a lot eighty feet by one hundred feet.

Selection of the location was substantially influenced by its shipping facilities. Manhattan's first union inland freight station served by all trunk line railways entering the Port of New York, along with railway express accommodations and a post office sub-station, are all located on lower floors.

Fritzsche Brothers, Inc., for the last twenty-seven years, have occupied space in Beekman street. The firm has branches in Atlanta, Boston, Chicago, Columbus, Kansas City, Los Angeles, New Orleans, Philadelphia, San Francisco and is associated with Fritzsche Brothers of Canada, Ltd., in Toronto, Canada. At Seillans, France, near Grasse, is located their factory, Parfumeries de Seillans, for the production of essential oils, floral products and other perfumers' basic materials.

Clinton & Russell, architects, have been engaged by Fritzsche Brothers, Inc., to prepare a layout of the space for their occupancy. This will include air-conditioning, refrigeration and development of the latest ideas in laboratory equipment. It is expected that the company will occupy its new quarters about September 1 and a more detailed announcement will be forthcoming later.

A folder descriptive of the company's improved facilities for serving its customers is in course of preparation and will be included in the mailing of the August wholesale price list.

Meanwhile the old quarters in Beekman street have been renovated and will be occupied temporarily until their new home is ready.

Denmark's Toiletry Production Increases

There is a good market in Denmark for toilet articles and beauty preparations. The principal consumers are the numerous small beauty parlors in Denmark. Due to import restrictions on the importation of cosmetics the local production has increased greatly in the last few years. In 1933 the total production in Denmark amounted to about $1,000,000. New preparations entering the Danish market would find severe competition from the local products as well as from the usual line of importations from France, Germany and England. (*Consul General Lester Maynard, Copenhagen.*)

Parfumerie Nissery Moves

Parfumerie Nissery, Asnieres-Paris and Boston, has moved its American branch to its own new import building at 44-46 Chauncy street, Watertown, Boston, Mass., all of which will be devoted to the importation and distribution of the perfumes "Nissery". J. H. Davis, distributor throughout the western hemisphere for this organization, reports increasing demand.

The company advises that C. A. Morrison, who introduced the Renaud line in the middle-western states, is now covering that territory including Colorado and Wyoming, and will return in time for Christmas dinner.

Britain's Beauty Queen

On Friday, June 21, a competition was held at Selfridge's great store in the west-end of London, in conjunction with Gaumont British Picture Corp., to select the most beautiful girl in Great Britain from seventeen entrants who had won beauty contests in various areas. The judges were Senor l. de Baeza, member of the International Concour de Beauté, representing the organizers of the "Miss Europe" contest; A. Beverley Baxter, public relations officer of the Gaumont British Picture Corp.; A. Courthoys, editor of *The Daily Sketch;* Mrs. Dalrymple of *The Daily Herald;* J. Forsyth, Director of Publicity, Gaumont British Picture Corp.; Mark Goulden, editor of *The Sunday Referee;* Sir Charles Higham; Mrs. Marianne Horn, director of fashions, Gaumont British Picture Corp.; Stuart Jackson, film critic of *The Sunday Chronicle;* Ralph Lynn; Miss Betty Lynn; and Victor Peers, director of productions, Gaumont British Picture Corp. The winner of the contest was Miss Muriel Oxford, a free-lance model of 21 summers, who had won the Home Counties contest. Second and third places respectively were assigned to Miss Pauline M. Belton, winner of the Notts and Lincs contest, and Miss Esme Bankhead, winner of the London contest. Miss Oxford will represent Great Britain in the International Beauty Competition which will be held Torquay —a delightful seaside resort which will be held at Torquay as "the beautiful queen of the English Riviera"—at the beginning of July. At this competition "Miss Europe 1935" will be selected from entrants from various parts of Europe.

Abonita Co. to Move

Abonita Co., Inc., Chicago, manufacturer of private brand face powders and other cosmetics, will move about August 1 to new and larger quarters at 24-30 South Clinton street, just one block north of the present address, where the company has been located for 21 years. The change was necessitated by a growing volume of business, and new machinery will be installed for the manufacture of face powders and other products. The new quarters will be divided into separate rooms for offices, powder room, manufacturing, assembling, shipping, etc. S. Bigelow Haley, president and treasurer, announces that the company's policies are to be continued as in the past 30 years, and to make improvements whenever they can be made.

Imports of Bay Rum From Virgin Islands

Imports of bay rum from Virgin Islands into the United States for the first 11 months of 1934 amounted to approximately 159,000 pounds valued at $10,800 as against 459,000 pounds valued at $30,000 for a similar period of 1933.

British Beauties and Their Queen

Eugene K. Plumly

Eugene K. Plumly, founder and president of Eugene K. Plumly Co., manufacturers of paper boxes, Philadelphia, died in that city on June 23 at the age of 83. Mr. Plumly was born in Philadelphia, attended private schools there, and at the age of 16 entered his father's business, the firm being known as Geo. W. Plumly & Son. In 1888 he went into business for himself, specializing in pill and powder boxes for the drug trade. He incorporated in 1924, and at this time became president, a position he held until his death, although he had not taken any active part for 4 years.

In 1875 he married Mary Lasher, and last April they celebrated their 60th anniversary. His wife, a daughter, Mrs. E. Howard George of Milton, Mass., and two sons, George, who has been associated with him in the box business, and Francis L., also of Philadelphia, survive.

Alfred E. Bruns

Alfred E. Bruns, for many years prominent in the package industry, died in Brooklyn, N. Y., July 17, at the age of 52. In 1909, Mr. Bruns with his associates founded the Metal Package Co., now the National Can Co., and for many years he was active head of the business as president and chairman of the board.

ALFRED E. BRUNS

Mr. Bruns was widely known in the toilet preparations field as well as in the metal container industry and was an expert in every phase of the business from the planning of packages, through their manufacture, decoration and to their final sale. At the time of his death he was associated with the Liberty Can & Sign Co. of New York.

He leaves a widow. Funeral services were held July 19 and interment was at Lutheran Cemetery.

Dr. Ernest Lawrence Peck

We regret to have to report the recent death of Dr. Ernest Lawrence Peck at Cheam, Surrey, England. Dr. Peck was in his 61st year. He was M.Sc. of Liverpool University, Ph. D. of the University of Jena, and a Fellow of the Institute of Chemistry. For many years he had been associated with Lever Bros. Ltd. He joined Lever's staff in 1908, having previously worked for a short time with Dr. Julius Lewkowitsch in London, and held the position of chemist to the firm of Tyson, Richmond & Jones, soap manufacturers of Liverpool. Shortly after joining Lever Bros. Ltd., he was promoted to the position of works manager at Port Sunlight. Subsequently, he became a deputy director of Lever Bros. Ltd., and in 1922 was appointed a director of R. S. Hudson Ltd., a position he held until October 1930 when he left to take up an appointment with the headquarters staff of Lever Bros. Ltd. in London. He retired in January, 1932.

Coming Conventions

American Pharmaceutical Association, Multnomah hotel, Portland, Ore., August 5-10, 1935.

American Cosmeticians Association, Hotel Sherman, Chicago, August 12, 13, 14.

All American Beauty Culture Schools Associated, Hotel Statler, St. Louis, August 26-30.

Perfume and Cosmetic Buyers Conference and Exhibition, Hotel Commodore, New York, September 9-12, 1935.

Federal Wholesale Druggists Association, Hotel Statler, Buffalo, N. Y., September 17-19, 1935.

National Association of Retail Druggists, Netherland-Plaza hotel, Cincinnati, O., September 23-24, 1935.

Beauty & Barber Supply Institute, Inc., Hotel Commodore, New York, September 23-27.

National Hairdressers & Cosmetologists' Assn., in cooperation with New York State Hairdressers' Assn., Hotel Pennsylvania, New York, October 13-17.

Drug Trades Exposition, Grand Central Palace, New York, October 15-17, 1935.

National Hairdressers' and Cosmetologists' Association, Hotel Pennsylvania, New York, October 13, 1935.

United Medicine Manufacturers of America, Waldorf-Astoria hotel, New York, October 17 and 18, 1935.

American Bottlers of Carbonated Beverages, Fifth Regiment Armory, Baltimore, Md., November 18-22, 1935.

Exposition of Chemical Industries, Grand Central Palace, New York, December 2-7, 1935.

Dr. Thomas J. Callan

Dr. Thomas J. Callan, 60, former chief analytical chemist, for Frederick Stearns & Co., died in his home in Pleasant Ridge, Detroit suburb, on June 12. He was born in Detroit, and was a graduate from both the medical and pharmaceutical schools of the Detroit College of Medicine.

He left Stearns company to enter private medical practice. He was a member of Wayne County Medical Society, Knights of Columbus, Knights of Equity. He leaves his widow, Matilda, one daughter, and two sons. Burial was in Holy Sepulchre Cemetery.

Edmonds Visits Europe

George B. Edmonds, president of the Bond Manufacturing Corp., Wilmington, Del., sailed for Europe last month for a short business and pleasure trip which will take him to the principal places of interest on the continent.

W. J. Bush (London) Elects Directors

At the annual meeting of W. J. Bush & Co., Ltd., London, held last month, H. B. Bush and E. L. Bush were elected directors. The annual reports which were submitted at the meeting showed that the company enjoyed an excellent year.

Chicago News Notes

The golf auxiliary of the Chicago Perfumery Soap and Extract Association and the Chicago Drug and Chemical Association played their July tournament at the Glen Oak Country Club on July 16. Scores of this event will be published later. The date of the August tournament has been set for August 20, but the club has not been selected as yet. The August tournament will be a very special event, inasmuch as the Chicago Auxiliary has accepted a challenge from the Allied Drug and Cosmetic Association of Michigan for a series of two games between matched teams of both associations on handicap basis. The Chicago group has invited the Detroit members to be their guests on August 20, and the entertainment committee is making plans to give them a royal welcome and to make the tournament a gala event. The Michigan Association, in return, has invited the Chicago group to be their guests during the week of September 16, the exact date to be announced later, and it is certain that some low scores will result during both games. The Michigan players are bringing some par shooters over to Chicago and have promised some real competition, with the result that they have the Chicago group somewhat scared, and they are out almost every evening practising with their woods and long irons, so the scores will be as close as possible.

C. P. Van Schaack

Chicago lost one of its oldest wholesale druggists, when C. P. Van Schaack passed away on July 1 at the age of 72 years. Mr. Van Schaack left a wife and three sons. He entered the wholesale drug business of Peter Van Schaack Co. in 1881, which was established by his father and remained active in the business up to 1933 when he retired, at the time the business was reorganized under the name of Van Schaack Mutual, Inc. He retained the title of vice president and remained in an advisory capacity, but always kept up with his many trade associates. He could be found daily at the Hamilton Club exchanging trade news and was considered one of the best posted men in the drug field. He also was an active member of the Chicago Drug and Chemical Association. The interment was at Graceland Cemetery on July 3.

P. A. Rising Recovering

Friends of P. A. Rising, of Chas. Pfizer & Co., Chicago office, will be happy to hear that "Phil" is recovering very nicely from his recent automobile accident and is able to visit his office for a short time several times each week. While he will be forced to forego playing golf during this summer, he expects to be back in his old form early in Fall. "Phil" will leave for the northern woods of Wisconsin about July 20.

Emmett Wolfe Convalescing

Emmett Wolfe of Neumann-Buslee Wolfe, is also reported to be slowing improving from his recent illness, and left for his California home early in July where he will remain until Fall.

Circulars, Price Lists, Etc.

Alsop Engineering Corp., New York.—*Liquid Handling and Process Equipment.*—A new 32 page catalogue describing the complete line of "Hy-Speed" liquid handling and processing equipment has just been issued. "Hy-Speed" filters, mixers, bottle fillers, labeling equipment, bottle washers, glass lined tanks, asbestos filter discs and filter pulp discs, pumps and revolving tables, in large and small production models, are covered in full in this latest complete issue. Copies of the new catalogue are being sent on request.

* * * *

Phoenix Metal Cap Co., Chicago, Ill.—*"The Phoenix Flame" July* 1935.—Among the many illustrations of new packages with Phoenix Caps is an attractive photograph of the new vanilla bottle of McCormick & Co., which is accompanied by a little article by Ida H. Neukomm, assistant advertising manager of that company. This issue also contains several amusing cartoons on opening cans and bottles drawn by such famous artists as Gaar Williams, Gluyas Williams, Rube Goldberg and Don Herold.

* * * *

Florasynth Laboratories, Inc., New York.—*Wholesale Price List, July-August, 1935.*—New 24-page catalog of aromatic chemicals, with brief suggestions for their use, colors, flavors, perfume oils, essential oils, and other raw materials. Two inserts are included, one featuring the company's coffee concentrate, and the other a price list of primary and secondary food colors.

* * * *

U. S. Department of Commerce, Washington, D. C.—*"Chemical Developments in Foreign Countries, 1934."*—This booklet supplements a former bulletin on the same subject and discusses conditions in the chemical and allied industries of several countries. Considerable space is given in each instance to toilet preparations. Copies may be had from the Superintendent of Documents, Washington, D. C. at five cents each.

* * * *

The Health-O Products Co., Cincinnati, Ohio.—*"Bringing Health-O Bonded Quality Products to Your Door".*—A very attractive catalog illustrating the company's products, many in colors, with descriptions and directions for their use. These products include toilet preparations, household needs, food products, medical preparations, and other specialties.

* * * *

Columbia Broadcasting System, Inc., New York.—*"What does Jake think?"*—A unique piece of direct mail material, printed on wrapping paper, bound in burlap, and illustrated with effective pen and ink drawings. It discusses the reaction to radio of the average listener and how good will is built up.

* * * *

Karl Kiefer Machine Co., Cincinnati.—*Circular on "Safeway" Bottle Cleaner.*—An attractive folder illustrating and discussing the merits of the company's "Safeway" bottle cleaner, and listing a number of users of this machine.

Magnus, Mabee & Reynard, Inc., New York.—*Catalogue, July-August, 1935.*—The company has just issued its new price list and catalogue on essential oils, balsams, aromatic chemicals, certified colors, flavoring materials, etc.

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Givaudan-Delawanna, Inc., New York.—*"The Givaudanian," June, 1935.*—This issue contains a timely and interesting article on how to test suntan oils.

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F. J. Stokes Machine Co., Philadelphia.—*"Process News", Vol. I, No. 2.*—This number is profusely illustrated with Stokes' equipment and discusses recent installations made by the company.

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Merck & Co., Inc., Rahway, N. J.—*Merck Industrial Chemicals, Price List, July 1935.*—A complete list of industrial chemicals offered by the company, with prices and containers in which they are sold.

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General Drug Co., New York.—*"Perfumery Products Wholesale Price List", June, 1935.*—This is a price list of Agfa perfumery products, and many of the items are briefly described.

* * * *

Fritzsche Brothers, Inc., New York.—*Wholesale Price List, July, 1935.*—The company's regular price list of essential oils, aromatic chemicals, flavors and other materials used in our industry.

* * * *

George Lueders & Co., New York.—*Wholesale Price List, July 1935.*—A complete list of essential oils, perfumers' materials, fruit essences, vanilla beans, etc., sold by the company, including natural flower essences and prime materials manufactured by Camilli, Albert & Laloue, Grasse.

New Products

Information regarding new products described in this section is furnished by the manufacturer and is not to be considered as an endorsement by this journal.

Sagamor Metal Goods Corp., Long Island City, N. Y.—*New Lipstick.*—The company is offering a new swivel lipstick container, which it states "has eliminated lipstick tragedies". The new item eliminates the "wobbly" feeling like the broken point of a crayon pencil and prevents clogging.

Detergent Properties of Soaps

(*Continued from Page* 243)

containing clay lowered the surface tension 10% more than the pure soap, at the same temperature, 18° C. Obviously its detergent power was improved in like measure.

A particularly valuable property of colloidal clay in a soap is that of absorbing and neutralizing any free alkali. It is hardly necessary to mention that free alkali, though a slight trace has sometimes been held to be beneficial, is decidedly injurious both to tender skins and to delicate fabrics if it exceeds a limit variously placed at 0.01 to 0.05%. Apart from this valuable property colloidal clay in itself is an excellent emollient and also has germicidal and disinfecting properties which have been demonstrated by Langheld and others. It is important to note that colloidal clay, like alkali, if added to the soap beyond a certain optimum or critical limit, leads to the salting out or coagulation of the soap; and it is evident that care and experience are required in the manufacture of clay soaps, in order to ensure the optimum proportions and complete homogeneity of the colloidal soap-clay mixture, or as near homogeneity as one can get with colloidal mixtures.

From what has just been said it is evident that the view expressed by A. B. Searle that colloidal clay soaps are of little use in toilet preparations requires amendment. As a matter of fact the greatly improved types of colloidal clay now available have made this material more than ever suitable for cosmetics and toilet preparations in general, as well as in the manufacture of toilet soaps. Searle, however, admits that clay is a valuable adjunct in textile soaps since it augments the absorptive powers of the soap for grease and dirt and removes these without the aid of injurious chemicals and consequent deleterious action on the fabric.

The type of clay, of ancient volcanic dust origin, now well known as bentonite (from Fort Benton in Wyoming) is being increasingly used for soapmaking, and for many other purposes. It is of variable composition, but is generally defined as a rock containing 75% or more of the crystalline clay-like minerals—montmorillonite or beidellite—and is either betonite, containing alumina resistant to sulphuric acid, or subbentonite containing alumina non-resistant to sulphuric acid. It will be noted that it consists largely of crystalline mineral; but while some varieties form suspensions that readily settle others are so highly colloidal that they swell in water just like glue or gelatin. This latter kind has long been used for "beauty-clays" and cataplasms, as well as for many technical purposes.

Bentonite is found to some extent in Cumberland, England, also in China and some parts of North America. The most important commercial source of supply is Wyoming, whence it is supplied in large quantities. Like other colloidal clays it has marked detergent properties and imparts to toilet soaps a very pleasant soft and velvety feel. It promotes emulsification, like the colloidal clays of Cornwall, and probably has a water-softening action in virtue of its base-exchanging properties. It is particularly efficient in the scouring of textiles. In fact it is often called "mineral soap", and may sometimes replace soap up to 50%. A bentonite soap made in Europe consists of a naphtha gel of the soap mixed with a water gel of the clay, the mixture being highly effective as a cleansing agent. Bentonite soaps under various names have been on the British market for a number of years. This clay has also been used in the manufacture of soap-powders, usually with soda ash or other alkali; and in scouring soaps containing pumice or other scouring agent. In the Death Valley District and in the Hudson Bay Territory of Canada, bentonite has long been used instead of soap for washing blankets, woolens, and clothing. It is useful, too, in dry-cleaning.

New Products and Processes

UNDER this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal.

Active Antiseptics in Powder Puffs

by Dr. Rudolph Rebold

The Toxic Gas Research Corp. of New York has studied and devised toxic gases so powerful and destructive that they found a vast application during the great war as destroyers of humanity. After the war these same gases were literally transmuted into an antiseptic force which now work for the benefit of mankind. These modified gases in combination with certain non-gaseous elements can now be bound to any kind of fibroid matter. Fibre fixed gas cannot be identified by sight, feel or odor; though the presence of bactericidal potency is readily proven by standard bacteriological test methods.

One specifically recorded test incident will prove illustrative. Some two years ago several handkerchiefs were gas processed and subsequently carried about on the person interested in the test. In the course of time these handkerchiefs naturally came in contact with many different kinds of bacteria. From time to time small pieces were cut from the handkerchiefs and these pieces were submitted to recognized bacteriological laboratories.

In each and every instance the laboratories involved found the pieces sterile. And in addition—submitted evidence in proof that the tested pieces remained actively antiseptic in fact.

This new method of bacteria control has been presented to the trade under the trade-marked name of "Sanitized," meaning sanitary and therefore germ free.

The process effects not only a degree of temporary sterilization (as in the case of steam sterilization), but it imparts to the material proper germ killing potency, in other words, it is a true bacteria control.

While it is true that effective sterilization of materials has its definite place it should always be borne in mind that such sterilization is only a temporary state of affairs amounting to a bacterial house cleaning.

Any sterilized article should always be dated and any date which is not the immediate present precludes true sterility. Sterility to be useful must be permanent and the object of the process is to accomplish such permanency.

Any article (and particularly textile articles) which comes in contact with a diseased or bacteria laden skin immediately becomes a potential disease carriers, and may easily spread infection either on the same person or to an unsuspecting second individual using the same article.

Since beauty is so closely associated with health "Sanitized" powder puffs particularly are protectors of these attributes, and should find wide application as an adjunct to skin hygiene.

Licenses for this new process have been taken out by the following pioneering companies in the powder puff field, Oxzyn Co., A. L. Siegel Co., Hygienol Co., and A'Cadia Powder Puff Co., all of New York.

Tariff Commission Reports Production

The Tariff Commission has collected and compiled data on the domestic production and sales of coal-tar chemicals including dyes, and other synthetic organic chemicals for 1934, as part of its regular work. This is now available to the public.

Increases in output in 1934 as compared with 1933 are shown for most groups, indicating the widespread use of synthetics. Outstanding are the increases in coal-tar resins and synthetic non-coal-tar chemicals. Production in the latter group for the first time exceeded 1 billion pounds.

The following table shows comparison of production and sales of flavors and perfume materials, 1925-30, 1933 and 1934.

	1925-30 average	1933	1934	Increase 1934 over 1933 Percent
Production — Thousands of pounds	3,966	3,159	4,168	31.94
Sales—Thousands of pounds	3,919	2,965	3,695	24.62
Sales value — Thousands of dollars	2,901	2,484	3,028	21.90

Table showing summary of production and sales of flavors, perfume materials, coal-tar flavors, coal-tar perfume materials, industrial and miscellaneous synthetic organic chemicals, 1934.

	Production (Pounds)	Sales Pounds	Sales Value	Unit value
Flavors	1,903,000	1,812,000	1,929,000	$1.06
Perfume materials	2,265,000	1,883,000	1,099,000	.58
Food dyes:				
Ponceau 3R	39,000	36,000	175,000	4.83
Orange I	98,000	93,000	182,000	1.96
Amaranth	76,000	70,000	178,000	2.54
Tartrazine	74,000	72,000	171,000	2.38
Erythrosine	7,668	7,722	118,601	15.36
Indigo disulfonic acid	....	2,629	33,965	12.92
Brilliant blue FCF	....	2,544	24,737	9.72
Sunset yellow FCF	9,628	8,742	18,766	2.15
Coal-tar flavors:				
Coumarin, synthetic	137,000	123,000	316,000	2.56
Ethyl benzoate	2,810	1,530	1,470,000	.96
Methyl salicylate	1,269,000	1,239,000	387,000	.31
Vanillin	233,000	249,000	836,000	3.36
Coal-tar perfume materials:				
Acetophenone	6,686	8,292	8,216	0.99
Amyl cinnamic aldehyde	42,000	42,000	88,000	2.06
Benzophenone	34,000	31,000	33,000	1.04
Benzyl alcohol	....	104,000	54,000	.52
Cinnamic aldehyde	15,868	8,520	14,714	1.73
Diethyl phthalate	879,000	727,000	141,000	.19
Dimethyl phthalate	392,000	326,000	68,000	.21
Methylphenyl acetate	....	744	1,316	1.77
Musk ambrette	12,000	11,000	55,000	5.04
Musk ketone	9,834	6,888	37,706	5.47
Musk xylol	34,000	33,000	49,000	1.49
Phenylethyl alcohol	126,000	125,000	291,000	2.33
Industrial and miscellaneous synthetic organic chemicals				
Citral	15,000	13,000	29,000	2.20
Citronellol	15,000	12,000	20,000	1.64
Ethyl isovalerate	....	564	1,069	1.90
Ethyl valerate	1,450	543	800	1.47
Geraniol	186,000	163,000	230,000	1.41
Heliotropin	....	15,000	22,000	1.49
Isoamyl butyrate	7,094	7,460	5,972	.80
Isoamyl formate	....	296	302	1.02
Rhodinol	3,374	2,420	34,518	14.26

Canadian News and Notes

OTTAWA, June 21.—With four hundred in attendance at the business sessions, and between five and six hundred at luncheons and banquets, the 17th annual convention of the Ontario Retail Druggists' Association held here June 17th, 18th and 19th was one of the most successful events in the history of that organization.

At the election of officers, A. E. Hanham of Toronto was elected president succeeding S. J. Stevenson from Ottawa. C. T. Dolan, Belleville, Ontario, was elected first vice-president; W. E. Dunlop, Dundas, Ontario, second vice-president; F. A. Jacobs was re-elected secretary-treasurer, while A. J. Wilkinson, Windsor, Ontario, and W. O. Austin, also of Windsor, were elected honorary presidents.

The highlight of the convention was the address at the alumni luncheon by the Hon. H. H. Stevens, former Minister of Trade and Commerce. Following an enthusiastic welcome and rousing ovation, Mr. Stevens severely scored the financial interests who, he declared, were the chief ones who had profited during the years of depression.

Mr. Stevens declared himself disappointed at the legislation introduced by the government to implement the recommendations of the Royal Commission on mass buying and price spreads. He declared it was not adequate and said that, if those in the industry and in the trade refuse to play the game according to rules, it was necessary that the state step in and force them to.

Introducing Mr. Stevens, D. E. Ranger, Ottawa, vice-president of the Alumni Association, described him as one who has brought to ligh many unscrupulous methods and has secured merit and prominence. At the close of the luncheon Mr. Stevens was presented by Mayor P. J. Nolan, on behalf of the Alumni Association, with a mounted and engraved barometer and thermometer set.

H. M. Derbyshire, the chairman, urged every member of the association to bring pressure to bear on members of Parliament to see that representation is given druggists on the Royal Commission to investigate the proposed plan for national health insurance. He also severely scored the sales and excise tax as applied to the drug business, denying that they were any more luxury taxes than those on jewelry or fine clothing.

Wampole Appoints Sales Manager

Stanley J. Kirkland has recently been appointed sales manager of Henry K. Wampole & Co., Ltd., Perth, Ont. Mr. Kirkland is a graduate of the Ontario College of Pharmacy and has had wide experience in the retail drug business. He has been associated with the Wampole Co. more than 15 years as pharmacist and in other departments. In the execution of his new position, Mr. Kirkland will cover every part of Canada, calling on the drug trade.

United Drug Holds Picnic

The joint Rexall picnic of the United Drug Co., and the L. K. Liggett Co. was held at Port Dalhousie, Ont., last month with an attendance of 450. Following a much enjoyed water trip, the party landed at the picnic park ready for a big day. A baseball game was held between the Rexall Ladies' Intermediate Soft Ball Team, 1934 champions of the Olympic Soft Ball League, and the Rexall Ladies Sr. Soft Ball Team, Champions of the Olympic Sr. Soft Ball League. Many well-known women stars were on the teams and the game was thoroughly enjoyed by the onlookers. A second ball game was held between the Rexall Men's Soft Ball Team, champions of the Wholesale Drug League in 1934, against a picked team which provided another close contest.

At the six o'clock supper, J. W. McCoubrey, president and general manager, presented prizes to the successful contestants and welcomed the guests. Music was supplied by the Rexall Recreation Club Orchestra for dancing on the boat.

Lyman Now Lever Distributor

Lyman Agencies, Ltd. advises that an arrangement has been made with Lever Brothers of Canada whereby the former firm will take over the Canadian distribution of "Icilma," well known toilet preparations. The arrangement is effective starting with the month of July, and prices and terms remain unchanged at present.

Barton & Co. Represents "Tattoo"

Ralph W. Barton & Co., Ltd. have been appointed sole Canadian agents for the well known "Tattoo" line of lipstick, rouge, face powder and mascara. The company is also handling the DeWans mild perfumed hair remover.

Travelling Men Install Officers

One of the features of the annual meeting of the Travelling Men's Auxiliary to the O. R. D. A. at the annual convention in Ottawa was the installation of officers for 1935-36. Ralph Waller, president, was in the chair. During the meeting Mr. Waller, as retiring president, was presented with a handsome lighter by H. S. Garlick, while Jack Hill was presented with a memento on his retirement as secretary. The incoming president, Lew Phenner, was installed as president for 1935-36.

Colgate Executives Visit Vancouver

G. H. Sloan, sales manager, Colgate-Palmolive-Peet Co. of Canada, was a recent visitor to Vancouver on his company's business. Accompanying Mr. Sloan was Frank Hill, western sales manager. According to Mr. Sloan 1935 sales have shown a gratifying increase to date over 1934.

Canadian Pharmacists Plan Program

Arrangements for the program of entertainment and social functions for the Canadian Pharmaceutical Association convention being held in Victoria, August 5 to 8, are being handled by a committee of Victoria druggists including J. Macfarlane, Macfarlane Drug Co.; W. Bland, Owl Drug Co.; R. V. Jenkin, B. C. Drugs, Ltd.; Miss J. Hudson, ladies' enterainment convenor; J. Riddell, Owl Drug Co.; B. Gough; J. H. Fulton, Macfarlane Drug Co.; H. Davenport; J. White, Thomas Shotbolt, Ltd.; I. Moore, St. Joseph's Hospital; J. Terry, Terry's Drug Store.

Frank J. Reid Convalescing

Frank J. Reid, manager Lehn & Fink Company, has recently been seriously ill in the Private Pavilion of Toronto General Hospital where he was operated on for appendicitis. Mr. Reid is making a satisfactory recovery.

A. E. Bridges Retires

A. E. Bridges, a partner in the firm of Southcott & Bridges, Limited, Vancouver ,pharmaceutical chemical jobbers, importers, etc., has retired from that firm. The firm's name is being changed to J. B. Southcott & Company, Limited.

Western Ont. Druggists to Play Golf

At a well attended meeting of the executive committee of the Western Ontario Druggists' Golf Association at Hamilton, it was decided to hold the annual tournament on September 12 at Highland Golf Club, London, Ont. George Rae was appointed by the committee to arrange for prizes. On the committee to allot the prizes are Rick Pearson, Russ Macee, Ralph Waller, Verne Ross. The following are in charge of entertainment: George Wood, Linton Jones, Urshel Campbell, Joe McCorkell.

The president and executive extend a hearty invitation to every golfer in any way associated with the drug trade to take part in this tournament.

Fellows Returns from Trip

George Fellows of the F. W. Fitch Co., Toronto, recently returned from a five-months trip to the Maritime provinces and is loud in his praise of the trade in the Maritime provinces.

Renaud Changes Name

Renaud et Cie of Canada has changed its name to S. H. Beardmore Agencies. The company is exclusive Canadian distributors for Renaud of Paris on a number of lines of toilet articles.

Barton to Handle Lengyel Line

Ralph W. Barton & Co., Ltd., have been appointed Canadian sales agents for the French perfume house of Lengyel of Paris, and also for "Thinc" hand cream made by Thinc Products, Inc., New York.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARKS UNDER UNFAIR COMPETITION ACT OF 1932

"Zest Brand." Flavoring extracts. Matthews-Wells Co., Ltd., Guelph, Ont.

"Lawrason's." Liquid and powder soaps. S. F. Lawrason & Co., Ltd., London, Ont.

"Banzit." Skin treatment. Charles R. Wasson, St. John, N.B.

"Dreft." Hymolalsalt, being a sulfo derivative of higher fatty alcohol having cleansing and detergent properties. The Proctor & Gamble Co. of Canada, Ltd., Hamilton, Ont.

"Welney's Hand Charm." Lotion for the skin. Arvin Jesse Welch, residing in Mamaroneck, N. Y., and T. Wylie Kinney, residing in Ardsley-on-Hudson, N. Y., and doing business in New York, N. Y., trading as The Welney Co., New York.

Design: A fluted closure of polygonal formation having a circular embossed head. Closures. Armstrong Cork Co., Lancaster, Penn.

Trade Marks Registered

"Emulso." Liquid cleaning soap. Canadian Germicide Co., Ltd., Toronto, Ont.

"Packer's Olive Oil Shampoo." Shampooing preparation. The Packer Manufacturing Co., Inc., New York, N. Y.

Patents

350,771. Dentifrice. The Worcester Salt Co., New York, assignee of Washington Kyle Sheffield, New London, Conn., and Charles H. Dickson, Orange, N. J., co-inventors.

350,826. Soap-like material. Walther Schrauth, Berlin-Dahlen, Germany.

350,876. Partition Glass Container Manufacture. The Carr-Lowrey Glass Co., assignee of Carl G. Hilgenberg and Charles B. Garwood, co-inventors, all of Baltimore, Md.

350,881. Container closure means. The Colt's Patent Fire Arms Mfg. Co., Hartford, assignee of Benjamin F. Conner, West Hartford, and Wm. F. Schmalz, Rockville, co-inventors, all in Connecticut.

Designs

Design of a bottle having an oblong horizontal section and a short neck surmounted by two successively superposed caps of which the lower is larger than the upper. E. R. Squibb & Sons of Canada, Ltd., Toronto, Ont.

Design of a bottle having a narrow neck portion, the sides of the bottle sloping outwardly to a point of maximum extent intermediate the neck portion and base sloping inwardly from said point to the base. Les Produits Lina Enregistree, Montreal, Que.

Design of a cosmetic pencil kit, consisting of three oval shaped divisions joined together at three equal distant points forming a shape similar to that of a clover leaf. Octavia E. Clarkson, Santa Clara, Calif.

Design of a circular powder box with a cover resembling a telephone. Lucien Armand Bollack, Paris, France.

Design of a vanity case consisting of a shell-like contour and ornamentation. Illinois Watch Case Co., Elgin, Ill.

Design of a bottle cap or similar article, the dominant features of which are an outwardly extending annular portion at the lower edge of the skirt of the cap, a plurality of ribbs arranged in triangular groups and a configuration in the top of the cap. Anchor Cap & Closure Corp., Long Island City, N. Y.

Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue
New York City

Trade Mark Registration Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

350,797.—"Cream Tex." Alexandre Gimonet, Arrochar, Staten Island, N. Y. (Mar. 19, 1934.)—Lipsticks.

352,838.—"Morning Blue." Henry R. Schroeder, doing business as Morning Blue Products, St. Louis, Mo. (Feb. 1933.)—Water softener and soap saver.

354,204.—"Getz-All." The Getz-All Products Co., Portland, Oregon. (July 1, 1928.)—Soap.

356,847.—"Wrotan." Ernest E. Melfir, Jr., doing business as Wrotan Co., Providence, R. I. (Apr. 1, 1934.)—Toilet preparations.

357,382.—"Selene." Arthur A. Marty, doing business as Selene Laboratories, Inc., Milwaukee, Wis. (Oct. 11, 1934.)—Cosmetics.

358,719, 358,720.—"Calgolac," "Calgonease" respectively. Calgon, Inc., Pittsburgh, Pa. (Nov. 2, 1934.)—Water-softener.

359,722.—"Medica-Dent." Medica-Dent Mfg. Co., Seattle, Wash. (Jan. 1932.)—Tooth powder and dentifrices.

359,834.—"Dew Drop." Morris Spazier, doing business as Spazier Soap & Chemical Works, Santa Monica, Calif. (Dec. 17, 1934.)—Washing compound and soap.

360,096.—"Inectint." Inecto, Inc., New York, N. Y. (Nov. 9, 1934.)—Hair dyes, brighteners, rinses and shampoo tints.

360,101.—"Lucia Deraine." Mildred Manus, Chicago, Ill. (Nov. 16, 1934.)—Toilet preparations.

359,230.—"Oleveromol." David Kleckner & Son, Inc., Brooklyn, N. Y. (Aug. 2, 1929.)—Flavoring extracts.

361,637.—"Com-foot." Edward Schwartzenfeld, doing business as Com-foot Co., Cleveland, Ohio. (Sept. 1, 1934.)—Foot cream.

361,941.—"Beltel." Elbert Hoffman, Philadelphia, Penn. (Oct. 20, 1931.)—Sunburn cream.

362,253.—"Seborol Scalp Lotion." Dermatological Products Corp., New York, N. Y. (Feb. 11, 1935.)—Scalp lotion.

362,506.—"Glo-Lox." Beauty Products, Inc., Denver, Colo. (Nov. 1, 1934.)—Hair tinting rinse.

362,524.—"Ethnie." Charles Edgar Naylor, Manchester, England. (Mar. 2, 1934.)—Toilet preparations.

362,541.—"Di-O-Chrome." The Warren-Teed Products Co., Columbus, Ohio. (June 22, 1931.)—Antiseptic solution.

362,728.—"Foot-Frolic." Grant Yelland, doing business as the Standard Products Co., Howell, Mich. (Mar. 1, 1922.)—Foot preparation.

362,859.—"Myl." Max Agnuss, New York. (Feb. 1, 1935.)—Facial packs.

363,211.—"Pasco." The Fargason Co., Inc., Evansville, Ind. (1905.)—Water softener.

363,262.—"B." Barnsdall Oil Co., Tulsa, Okla. (1924.)—Petrolatum.

363,350.—"Vor-Sal." Frank H. Vorhees, doing business as Vor-Sal Labs., Chicago, Ill. (Aug. 15, 1934.)—Tooth powder.

363,407.—"La Cross." Schnefel Brothers, Inc., Newark, N. J. (1922.)—Empty vanity cases.

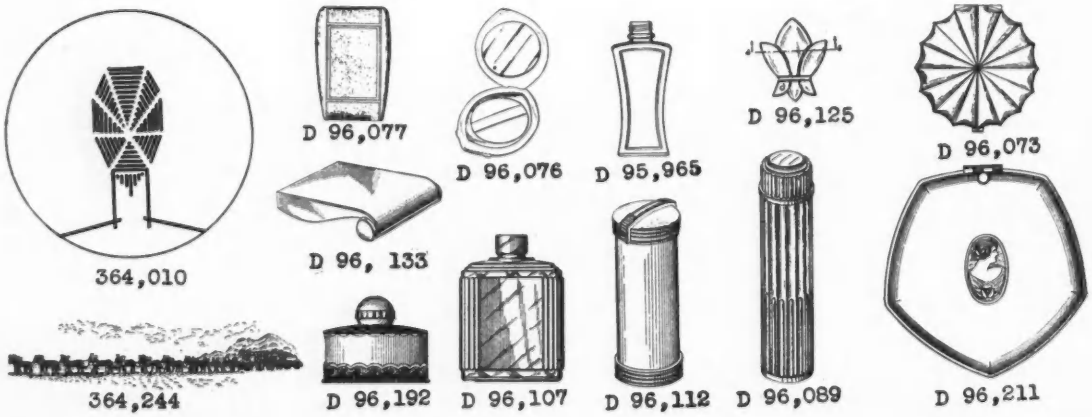
363,555.—"Palmolive." Colgate-Palmolive-Peet Co., Jersey City, N. J. (June, 1890.)—Toilet soap.

363,637.—"Gardenia Royal." Parfumerie St. Denis, New York. (Jan. 31, 1933.)—Toilet preparations.

363,704.—"Pad-O-Magic." Cleanser Products, Inc., Chicago, Ill. (Apr. 5, 1935.)—Steel wool cleaning pads impregnated with soap.

363,743.—"Ritztone." Charles of the Ritz, Inc., New York, N. Y. (Mar. 11, 1935.)—Massage cream and cleansing cream.

363,812.—"CHOCO-dent." Lawrence Lederer, doing business as The Hershey Tooth Paste Co., Philadelphia, Pa. (Sept. 1934.)—Tooth paste.



363,821.—"Ever-matt." L. T. Piver, Inc., Wilmington, Del., and New York, N. Y. (Apr. 8, 1935.)—Face powder.

363,860, 363,861.—"Fastidia," "Jo-Etta" respectively. International Cellucotton Products Co., Chicago, Ill. (Feb. 11, 1935.)—Cleansing tissues.

363,923.—"Curaderm." Robert Lamaine, doing business as Curaderm Labs., New York, N. Y. (Mar. 8, 1935.)—Germicide for dandruff.

364,001.—"Stow-away." Coty, Inc., New York. (Mar. 6, 1935.)—Perfumes.

364,008.—"A.V.A." The Gibbs Mfg. Co., Canton, Ohio. (Mar. 20, 1935.)—Deodorizer.

364,010.—See illustration. Inecto, Inc., New York, N. Y. (Mar. 7, 1935.)—Hair dyes, rinses, brighteners, shampoo tints.

364,032.—"Eugenia." Veldown Co., Inc., New York. (Apr. 1934.)—Cleansing tissues.

364,038, 364,039.—"Q M," "Q S" respectively. Zotos Corp., New York, N. Y. (July 20, 1932.)—Hair waving solutions.

364,177.—"House of Twigs." Francis Elmquist, doing business as House of Twigs, Kansas City, Mo. (Feb. 15, 1935.)—Toilet preparations.

364,244.—See illustration. Pacific Coast Borax Co., New York, N. Y. (1904.)—Talcum powder.

364,280.—"Air-Spun." Coty, Inc., Wilmington, Del. (Mar. 21, 1935.)—Talcum powder, dusting powder, face powder and sachet.

364,284.—"Feyex." The General Pharmacal Co., Cincinnati, Ohio. (Apr. 12, 1935.)—Eye-wash.

364,302.—"20 Mule Team." Pacific Coast Borax Co., New York, N. Y. (1904.)—Talcum powder.

364,334.—"Dr. Fuller's." Gordon W. Fuller, doing business as Gordon Medical Products Co., San Gabriel, Calif. (Apr. 10, 1935.)—Foot powders.

364,480.—"Streamline." Lockwood Brackett Co., Boston, Mass. (Feb. 16, 1935.)—Soaps.

364,654.—"Gem." American Safety Razor Corp., Brooklyn, N. Y. (Jan. 2, 1913.)—Shaving cream, shaving powder, shaving paste, and shaving soap.

364,719.—"Per-Tab." General Desserts Corp., New York, N. Y. (Apr. 15, 1935.)—Tablets used in making liquid dentifrice and antiseptic solution.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M325,388.—"Helene Curtis." National Mineral Co., Chicago, Ill. (Sept. 20, 1932. Serial No. 356,362.)—Toilet preparations.

Patents Granted

2,005,333. Process for refining a soap base. John W. Bodman, Winchester, Mass., assignor to Lever Brothers Co., Cambridge, Mass.

2,005,642. Combined closing and outlet cap for collapsible tubes. Harry A. Thornton, Elkhart, Ind.

2,005,794. Lipstick case. Clinton E. Marshall, New York, N. Y.

2,005,835. Vanity case. Floyd M. Williamson, Detroit, Mich.

2,005,933. Container for toilet and the like preparations. Elsie May Carter, Ilford, England, assignor to Yardley & Co. Ltd., London, England.

2,006,235. Sealing device for collapsible tubes and the like. Serafino De Faveri and Riccardo Cimatti, assignors to Monocap Ltd., all of London, England.

2,006,484. Tube Closure. John M. Schooley, assignor of one-half to Harry O. Schooley, both of Madison, Ill.

2,006,548. Manufacture of containers. William W. Halle, assignor to Seeley Tube & Box Co., both of Newark, N. J.

2,007,107. Combined soap and massage articles. David Hugh Bottrill, Montreal, Quebec.

2,007,245. Cosmetic Device. Alexandre Gimonet, New York, N. Y.

2,007,727. Flavoring and coloring extract. Earl B. Putt, New York, N. Y.

2,007,812. Vanity case or similar article. John E. Peterson, assignor to The Waterbury Lock & Specialty Co., both of Milford, Conn.

Designs Patented

96,073. Design for a vanity case. Albert Wewetzer, assignor to Illinois Watch Case Co., both of Elgin, Ill.

96,076, 96,077. Designs for a vanity case or similar article. David H. Zell, Brooklyn, N. Y.

96,089. Design for a perfume bottle. Arthur R. Botham, assignor to Coty, Inc., both of New York, N. Y.

96,107. Design for a bottle. John H. Funkey, assignor to Carr-Lowrey Glass Co., both of Baltimore, Md.

96,112. Design for a toilet powder holder. Raymond Guerlain, Paris, France, assignor to Guerlain Perfumery Corp. of Delaware, Wilmington, Del.

96,125. Design for a vanity case. Florence N. Lewis, New York, N. Y.

96,133. Design for a vanity case. Alfred F. Reilly, assignor to Evans Case Co., both of North Attleboro, Mass.

96,192. Design for a toilet accessory container. Joseph S. Lindemann, assignor to Maison Joubert, Inc., both of New York.

96,211. Design for a compact case. Carl H. Whitlock, assignor to Norton Laboratories, both of Lockport, N. Y.

95,965. Design for a glass bottle. Lawrence J. Kihn, Pittsburgh, Pa., assignor to J. T. & A. Hamilton Co., Pittsburgh, Pa.

New Incorporations

A. B. C. Products Corp., Brooklyn, N. Y., food products and soaps, perfumes and kindred products. 100 shares common and 10 shares preferred stock, no par value. Filed by Louis Richman, 225 Broadway, New York City.

American Chemical and Cosmetics Mfg., Indianapolis, Ind., cosmetics, perfumes, soaps and toilet articles.

Eccolex Chemical Co., Inc., New York, drugs, medicines and cosmetics, 100 shares of no par value. Filed by United States Corp. Co., 184 State St., Albany, N. Y.

Federal Soap Co., Inc., Logansport, soaps, 200 shares of no par value. Incorporators: George A. Marshall, Charles A. Smith and Leland L. Smith. Filed by George A. Marshall, 355 W. Broadway, Logansport.

Kent Laboratories, Inc., 7316 Central Ave., River Forest, Ill., chemicals, dyes, soaps, cosmetics, lotions, etc., 2500 shares of common stock of no par value. Incorporators: Arthur Srebren R. E. O'Connor and John J. O'Connor.

The Nelke Co., Inc., New York City, toilet preparations, 200 shares of no par value. Incorporators: Sidney Picker, Charlotts Nelke Picker, 239 Bedford Ave., Mt. Vernon, N. Y.; Samuel Levine, 276 Fifth Ave., New York City. Filed by Wm. Walter Frankel, 276 Fifth Ave., New York City.

Dorathea Parker, Inc., New York, cosmetics, 2500 shares of preferred stock of no par value. Filed by Smyth & Meleney, 420 Legington Ave., New York City.

The Theon Co., Inc., New York, cosmetics, $10,000. Incorporators: Gladys Schneider, 1463 Metcalf avenue, New York; David Siskind, 51 Chambers street, New York; Ida Davis, 51 Chambers street, New York. Filed by Henry Silverman, 51 Chambers street, New York.

Business Records

Involuntary Petition in Bankruptcy

Jolie, Inc., manufacturers of cosmetics, toilet goods, etc., 116 West 14th St.—By Carr-Lowrey Glass Co., $288; The Aridor Co., $565; Sagamor Metal Goods Corp., $444. An assignment for the benefit of creditors on May 9 to Joseph A. Michel is alleged.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit., per lb.	$2.20@	$2.40
S. P. A.	2.50@	2.75
Sweet True	.58@	.65
Apricot Kernel	.30@	.36
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera.	3.00@	3.25
Angelica root	50.00@	60.00
seed	65.00@	80.00
Anise, U. S. P.	.54@	.60
Araucaria	1.75@	1.85
Aspic (spike) Span.	1.35@	
French	1.55@	
Balsam, Peru	5.75@	6.25
Balsam, Tolu, oz.	4.25@	
Basil (oz.)	2.35@	
Bay	1.65@	2.00
Bergamot	1.65@	2.00
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchtar, crude	.15@	
Birchtar, rectified	.75@	
Bois de Rose	1.40@	3.00
Cade, U. S. P.	.30@	.33
Cajeput	.55@	
Calamus	3.50@	
Camphor "white"	.26@	.30
Cananga, Java native	2.80@	3.25
rectified	3.15@	3.50
Caraway	2.15@	
Cardamon, Ceylon	12.00@	30.00
Cascarilla	60.00@	
Cassia, 80@85 p.c.	1.15@	
rectified, U. S. P.	1.60@	1.75
Cedar leaf	.55@	.60
Cedar wood	.28@	.32
Cedrat	4.15@	
Celery	15.00@	
Chamomile (oz.)	3.00@	7.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	12.00@	20.00
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.32@	.38
Java	.35@	.40
Cloves Zanzibar	.95@	1.00
Cognac	18.00@	21.00
Copaiba	.57@	.62
Coriander	3.60@	
Croton	1.50@	1.70
Cubebs	3.00@	
Cumin	9.00@	
Curacoa peels	5.25@	
Curcuma	3.00@	
Cypress	12.00@	
Dillseed	3.60@	4.25
Elemi	1.45@	
Erigeron	1.50@	1.60
Estragon	38.00@	
Eucalyptus	.32@	.40
Fennel, Sweet	1.25@	1.45
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose		
Algerian	5.15@	7.50
Bourbon	5.00@	6.00
Spanish	16.00@	
Turkish	2.10@	2.25
Ginger	3.60@	3.80
Gingergrass	3.25@	4.10
Grape Fruit	3.00@	
Conc.	24.00@	
Guaiac (Wood)	2.35@	
Hemlock	.65@	
Hops (oz.)	9.00@	
Horsemint	2.85@	
Hyssop	40.00@	
Juniper Berries	1.50@	1.65
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	3.25@	7.50
Lemon, Italian	1.35@	1.75
Calif.	.80@	.95
Lemongrass	1.00@	1.20
Limes, distilled	6.25@	7.25
expressed	11.00@	12.00
Linaloe	1.60@	1.85
Lovage	35.00@	
Mace, distilled	1.50@	
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane (see Nitrobenzol)		
Mustard, Genuine	8.50@	10.00
artificial	2.15@	2.40
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarde, p.	55.00@	125.00
Petale, extra	70.00@	150.00
Niaouli	3.45@	
Nutmeg	1.50@	
Olibanum	6.50@	
Orange, bitter	2.00@	
sweet, W. Indian.	2.15@	2.40
Italian	2.20@	3.10
Spanish	2.80@	3.00
Calif. exp.	2.50@	
dict	.75@	
Origanum, Spanish.	.85@	1.00
Orris root, con (oz.)	4.00@	5.00
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	6.50@	
Patchouli	3.00@	3.25
Pennyroyal Amer.	2.15@	2.40
French	1.55@	1.65
Pepper, black	6.00@	6.50
Peppermint, natural	2.75@	
Redistilled	2.90@	3.15
Petitgrain	1.10@	1.35
French	2.35@	2.50
Pimento	1.45@	2.25
Pine cones	3.00@	
Pine needles, Siberia	1.00@	1.25
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, Imitation.	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	12.00
Rosemary, French	.40@	.50
Spanish	.36@	.40
Rue	2.50@	
Sage	2.15@	
Sage, Clary	30.00@	
Sandalwood, East		
India	5.50@	6.00
Australia	5.75@	
Sassafras, natural	.85@	.90
artificial	.50@	.55
Savin, French	1.85@	2.00
Spearmint	1.95@	2.15
Snake root	15.00@	
Spruce	.65@	
Styrax	7.00@	
Tansy	2.20@	2.35
Thyme, red	.63@	.80
White	1.50@	
Valerian	10.50@	
Verbena	3.75@	7.00
Vetivert, Bourbon	15.00@	
Java	15.00@	25.00
East Indian	30.00@	
Wine, heavy	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	2.15@	2.50
Wormwood	3.00@	3.35
Ylang-Ylang, Manila	29.00@	35.00
Bourbon	5.00@	8.00

TERPENELESS OILS

Bay	4.00@	
Bergamot	6.00@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	
Sesquiter'less	85.00@	
Lavender	7.00@	8.50
Lemon	8.00@	14.50
Lime, ex.	50.00@	
Orange, sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	4.00@	
Rosemary	2.50@	
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P. VIII	2.35@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	5.00@	7.50

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	2.00@	3.00
Acetyl iso-eugenol	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	28.00@	
C 9	45.00@	70.00
C 10	30.00@	60.00
C 11	35.00@	50.00
C 12	32.00@	60.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	17.50@	30.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.00@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamate Aldehyde	3.90@	4.00
Amyl Formate	1.60@	1.90

Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate ...	.75@	
Amyl Valerate	2.40@	
Anethol	1.15@	1.25
Anisic Aldehyde ...	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate ...	1.05@	2.00
Benzyl Butyrate ...	5.50@	6.25
Benzyl Cinnamate ..	7.00@	9.00
Benzyl Formate ...	2.90@	3.25
Benzyl Iso-eugenol..	15.00@	25.00
Benzylidenacetone .	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	2.00@	6.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate ..	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol ..	3.25@	3.50
Cinnamic Aldehyde.	2.50@	3.50
Cinnamyl Acetate ..	10.00@	12.00
Cinnamyl Butyrate.	12.00@	14.00
Cinnamyl Formate..	13.00@	
Citral C. P.....	2.50@	3.00
Citronellal	2.40@	3.00
Citronellol	2.25@	2.75
Citronellyl Acetate..	3.75@	
Coumarin	3.50@	
Cuminic Aldehyde..	62.00@	
Dibutyphthalate ...	.30@	.36
Diethyphthalate ...	.32@	.37
Dimethyl		
Anthranilate	6.25@	7.00
Dimethyl Hydroqui-		
none	3.75@	5.00
Dimethylphthalate..	.50@	.60
Diphenylmethane ..	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate.	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate ..	4.50@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate ..	1.40@	2.50
Ethyl Salicylate ...	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.60@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate ...	2.90@	4.00
Geranyl Butyrate ..	6.00@	8.00
Geranyl Formate ..	5.00@	7.00
Heliotropin, dom. ..	2.20@	2.65
foreign	2.50@	
Hydratropic Al'hyde	25.00@	27.50
Hydroxycitronellal..	3.60@	10.00
Indol, C. P. ...(oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate ..	2.65@	
Iso-butyl Benzoate..	2.75@	3.25
Iso-butyl Salicylate.	3.00@	6.00
Iso-eugenol	3.50@	4.00
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%.	2.50@	2.75
Linalyl Anthranilate	15.00@	
Linalyl Benzoate ..	10.50@	
Linalyl Formate ...	10.00@	12.00
Menthol, Japan ...	3.00@	
Synthetic	2.25@	3.00
Methyl Aceto-		
phenone	2.20@	3.00
Methyl Anthranilate	2.50@	3.00
Methyl Benzoate ...	1.40@	1.75
Methyl Cinnamate..	3.50@	
Methyl Eugenol ...	2.90@	6.75
Methyl Heptenone..	3.75@	6.00
Methyl Heptine C'b.	20.00@	36.00
Methyl Iso-eugenol..	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol..	4.65@	6.00
Methyl Phenylacetate	2.65@	3.00
Methyl Salicylate ..	.42@	.50
Musk Ambrette ...	5.00@	5.15
Ketone	5.15@	5.40
Xylene	1.50@	1.75
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate.	5.25@	6.00
Paracresol Methyl		
Ether	3.50@	5.00
Paracresol Phenyl-		
Acetate	14.00@	20.00
Para Cymene, (gal.)	1.25@	1.65
Phenylacetaldehyde		
50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid..	2.50@	4.00
Phenylethyl Acetate.	7.50@	10.00
Phenylethyl Alcohol.	4.25@	4.75
Phenylethyl		
Anthranilate	16.00@	
Phenylethyl But'rate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Pro-		
pionate	12.00@	
Phenylethyl Val'rate	16.00@	
Phenypropyl Acet..	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
Phenylpropyl Alde-		
hyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.64@	.70
Santalyl Acetate ..	22.50@	
Skatol C. P...(oz.)	7.00@	10.00
Styralyl Acetate ..	20.00@	
Styralyl Alcohol ...	20.00@	
Terpineol, C. P. ...	.36@	.40
Terpinyl Acetate ..	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil).	3.10@	3.60
(guaiacol)	3.00@	3.50
Vetiveryl Acetate...	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl		
ester)	1.50@	1.75

BEANS

Tonka Beans, para.	1.15@	1.40
Angostura	2.40@	2.50
Vanilla Beans		
Mexican, whole ..	3.25@	4.25
Mexican, cut	3.25@	3.65
Bourbon, whole...	2.25@	3.50
South American..	2.75@	3.25

SUNDRIES AND DRUGS

Acetone	.11@	.15
Alcohol, 190-pf. gal.	4.12½@	4.29½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride.	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba ...	.38@	.40
Peru	2.10@	2.25
Tolu	.80@	1.10
Fir, Canada, gal.	9.00@	12.00
Oregon	1.25@	1.50
Beeswax, white	.40@	.45
Yellow	.24@	.30
Bismuth sub-nitrate	1.40@	
Boric Acid, ton.....	105.00@	115.00
Calamine	.16@	.20
Calcium, phosphate.	.08@	.08¾
Ph'phate, tri-basic	.13@	.15
sulphate	.03¾@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03½@	.06½
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Cherry laurel water,		
gal.	1.25@	
Citric acid	.30@	.35
Civet, ounce	3.75@	4.50
Cocoa butter	.12@	.15
Clay, Colloidal	.03@	.03½
Formaldehyde	.06@	.06¾
Fuller's Earth, ton..	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	.75@	1.25
Gum Arabic, white.	.20@	.22
Amber	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.30@	.40
Henna, powd.	.15@	.28
Hydrogen peroxide.	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous ..	.18@	.22
anhydrous	.20@	.24
Lavender flowers ..	.24@	.55
Magnesium, Carbon-		
ate	.06¾@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, Vegetable (See Soap Sec.		
Olibanum, tears ...	.13@	.30
siftings	.08@	.13
Orange flower water,		
gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd. ..	.20@	.75
Paraffin	.04½@	.07
Patchouli leaves ...	.16@	.20
Petrolatum, white ..	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.13@	.16
Hydroxide	.07¼@	
Quince seed	.60@	1.00
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red...	1.40@	1.75
Rose water, gal. ...	1.25@	
Salicylic acid	.40@	.45
Sandalwood Chips..	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. Crys..	.01¾@	.02¼
Phosphate, Tribasic	.02½@	.04
Spermaceti	.22@	.25
Styrax	.40@	3.25
Sulfur, precip	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1..	1.20@	1.50
Triethanolamine ...	.45@	.50
Venice turpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc peroxide	1.10@	1.75
Oxide	.13½@	.15
Stearate	.21@	.28

New York Market Report

THE natural quietness of the summer period was offset to some extent during the period under review by the activity in oils intended for the beverage flavor trade. As was pointed out in this column some months ago, the foreign producers of citrus oils are only moderately interested in America this season. They are finding a ready outlet for their material at very satisfactory prices abroad. Europe has been a consistent buyer in good quantities. There has even been a call for West Indian and African oils in Europe. The result is that the market here has stiffened in spite of steady offering from California at below the Messina levels. Now California has advanced prices sharply at midseason and the spot has no large supplies of oil at the moment.

Aside from this interesting citrus oil position there has been nothing in the market worthy of special mention. Business has been principally in small lots and while certain specialties and "compounds" have moved reasonably well, the market as a whole has been featureless with prices pretty well in line with the values reported in these columns a month ago.

Cheaper levels on many fats and oils for soap making are reported but prices are still comparatively high. Incidentally soap prices at the moment by no means reflect the position of the raw material market. In fact, it is hard to see how soapers can make any money at today's levels for their products, considering the present high average prices of the raw materials.

Paraguayan Oil of Petitgrain

According to the national bureau of statistics, estimated production of oil of petitgrain during the calendar year 1934 amounted to 120,000 kilograms, practically all of which was exported. Total exports for the calendar year 1934 amounted to 114,156 kilograms, with a total value of 342,469 Argentine Gold pesos (one Argentine gold peso equals $1.68 U. S.). The 1934 market was generally unsettled. This was due to the entrance of several smaller firms in the exportation of petitgrain oil to obtain foreign exchange, rather than as a profitable business. Shipments to the United States were approximately four times as large in 1934 as compared with the previous year. Comparative figures for 1933 and 1934 are as follows:

	1933 Quantity in Kilograms	1934 Quantity in Kilograms
Argentina	63,415	39,044
Argentina in transit	17,781	11,110
France	4,960	2,157
Holland	2,035	1,762
England	906	2,832
United States	11,009	43,153
Uruguay	1,405	13,493
Uruguay in transit	....	1,105
Germany	561	....

Official figures for the first quarter of 1935 are not yet available but according to estimates, they amount to about 6,000 kilograms.

The world market price for petitgrain oil is fixed at Amsterdam, and quotations are received in Asuncion weekly by cable. During the year 1934, prices ranged from $0.70 to $0.80 U. S. per pound C.I.F. United States. (*Vice Consul Douglas Flood, Asuncion.*)

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	$0.06⅜	@	
Edible	.08	@	
Fancy	.08½	@	
Grease white	.06⅝	@	
House	.05⅞	@	
Yellow	.05⅞	@	
Lard	.12	@	.15

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks.	.09½	@	
Corn Oil, 95% T.F.A. tanks	.06½	@	
Red Oil, distilled, tanks	.06½	@	
Saponified	.07	@	
Stearic Acid, single pressed, c.l.	.10¾	@	
Double pressed	.11¼	@	
Saponified	.11¾	@	
Triple pressed	.14	@	
Saponified	.14¼	@	

Soap Making Oils

Castor No. 1, tanks	.09½	@	
No. 3, tanks	.09	@	
Coconut, Manila Grade, tanks	.03¼	@	
Corn, crude, Midwest mill, tanks	.08¾	@	
Cotton, crude, Southeast, tanks	.09¼	@	.10¼
Refined	.10	@	
Foots 50% T.F.A.	.02½	@	
Lard, common No. 1 barrels	.10	@	
Olive, denatured, max. 5% F.F.A. drums, gal.	.83	@	.84
Foots, Prime, green, barrels	.08	@	
Palm, Lagos, max. 20% F.F.A., drums	.04⅝	@	
Niger, casks	.03⅞	@	
Palm, Kernel, tanks	.04	@	
Peanut, crude, barrels	.10½	@	
Refined, barrels	.13	@	
Soya beans, max. 2% F.F.A., Midwest mill tanks	.09	@	
Tallow, acidless, barrels	.09¾	@	
Whale, Crude No. 1, Coast, tanks	.04¼	@	
Refined, barrels	.07¾	@	

Glycerine

Chemically pure, drums extra	.14½	@	.16
Dynamite, drums included	.13¾	@	.14
Saponification, drums	.10¼	@	
Soap, lye	.09¼	@	

Rosin

Barrels of 280 pounds

B	$4.85	K	5.67½
D	5.25	M	5.70
E	5.35	N	6.00
F	5.45	W.G.	6.10
G	5.62½	W.W.	6.55
H	5.62½	X	6.60
I	5.65	Wood	5.07

Chemicals

Acid, muriatic, 18°, 100 pounds	$1.00	@	1.60
Sulfuric, 60°, ton	11.00	@	
66°, ton	15.50	@	
Borax, crystals, carlot, ton	42.00	@	71.00
Cyclohexanol (Hexalin)	.30	@	
Naphtha, cleaners, tank cars	.05	@	.05½
Potassium, carbonate, 80@85%	.07	@	
Hydroxide (Caustic potash) 88@92%	.07¼	@	
Salt, works, ton	11.50	@	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds	1.23	@	2.37
Hydroxide (Caustic Soda) 76% Solid, 100 pounds	2.60	@	3.75
Silicate 40°, drums, works, 100 pounds	.80	@	
Sulfate, anhydrous	.02¼	@	.03
Phosphate, tri-basic	.02½	@	.03
Zinc oxide	.05¾	@	